**Kickstarter**

Three conclusions from the Kickstarter campaign are:

1. US is dominant as a location for the applicants on Kickstarter. Theatre is the most popular category for applications across 2009 till 2017, with plays being the most popular and most successful subcategory. This might be because the amount from donators to plays are lower as 80% of the average donation is below $200. Meanwhile there is lower cost to write plays versus building technology platforms etc.

2. Successful rate for music category is the highest 77% due to 100% successful rate of a few subcategories such as rock, pop, metal, classic, and electronic. Noticeably, rock music has both high number of projects 260 and 100% successful rate. This might be because the average donation amount is not high either with over 90% lower than $200.

3. There is certain level of seasonality in the success rate with summer time and year-end holiday season showing decreasing successful rate and higher failed rate.

Data limitations to the project might be below:

1. The correlation between metrics – the reasons behind whether a project is successful or not could be varied from the amount asked, the market environment, or the days the project is live.

We could also create graphs/tables showing the average donation amount, the days the project is live to see how those two variables correlate with the amount raised.