PART 1

**1. Given the provided data, what are three conclusions we can draw about**

**Kickstarter campaigns?**

1. Theater is by far the most popular Kickstarter category with a high success rate
2. If deciding whether or not it’s worth relying on Kickstarter as a funding source, it’s important to compare your project’s subcategory against the appropriate subcategory’s success/failure/cancellation rate. Based on results, Kickstarter campaigns are better for specific subcategories than others.
3. December is the only month (when viewed overall) where there’s a higher failure rate than success. This could potentially be due to the holiday season: less people funding campaigns due to cost of gifts or vacations, or less people visiting the site.

**2. What are some limitations of this dataset?**

There are possible factors that could have impacted the success rates of the campaigns and skew the results to make it appear as some subcategories being more popular than others. Some of these factors could be:

1. Repeat popular users/organizations who generate consistent successful campaigns
2. Highly publicized campaigns that caught on in the news/social media
3. 2013 to 2014 saw a huge jump in campaigns for specific categories. I’d like to know if there was any identified reason (ex. Kickstarter invested heavily in marketing towards theater-consumers during a particular month to increase visibility)

Also, the “blurb” portion of the campaigns is difficult to quantify, however, is very important because that affects search engine results while also impacting consumer interest. If we could identify a count of specific types of key words, identify the grade-level of the writing for each blurb (ex. More successes with grade-level 5?), or categorize the writing itself, it may make the visualization of the blurb easier.

**3. What are some other possible tables and/or graphs that we could create?**

It’d be interesting to see if there’s a seasonality to the campaigns, such as:

1. A chart that shows sum of Average Donations by month (is there a higher failed rate for campaigns due to average donation drop in the November-December months due to holidays? More donations during April-May for school theater projects?)
2. Assuming “Staff\_Pick” column is what it sounds like, would be interesting to know if those picked had a higher success rate; we could use a line, bar or even pie chart by success/fail/cancellation
3. Create a pie-chart showing the breakdown of each category by its subcategories campaign count
4. In depth charts for December (highest overall rate of failed campaigns) and May (highest overall rate of successful campaigns) to try and spot any helpful information about campaign successes
5. Chart success/failure/cancellation rates based on campaign durations to see if a specific number of days based on subcategory is necessary
6. Convert all currencies to USD to make it easier to compare apples-to-apples and identify top three countries (outside of US)
7. Compare success/failure/cancelled campaigns based on country