**Kickstarter Analysis Report**

1. *Given the provided data, what three conclusions we can draw about Kickstarter campaigns?*

* Country of origin

**Kickstarter is used most in the US** compared to 20 other countries in the database. 3,038 projects that have been launched are from the US which is about 75% of the total projects (4,114) in the sample data. It is also the only country, other than Germany, that has launched projects from the widest variety of categories – 9 in total. Even having most number of projects and variety of category, only over a half of the campaigns were successful.

* Project category

**The Theater category is the most popular category for the projects launched on Kickstarter**. It comprises 34% of total projects launched in the sample data given. 11 out of the 21 countries have Theater as the top category for with the greatest number of projects launched. While this is true, its success rate, which is 60%, is only second to the Music category that has a promising success rate of 77% in getting funding.

* Project date of creation

Looking at the data from 2009-2017 in our sample data set, **the number of projects created on Kickstarter appears to be evenly distributed to each month of every year**. In total, it launched an average of 343 projects a month with a relatively small mean deviation of 29. Most projects were launched in between the months of May to July, the peak being in July with 387 projects launched.

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

* Lack of recent data for comparison

The sample data does not contain projects launched in the last two years. Kickstarter could have a better position in the market during this time, therefore making the data more useful for analysis. Trends is also easily affected by technology which has changed a lot quickly in the last couple of years. There has been many changes and improvements, even with laws, when it comes to data visibility/availability as well as security that has affected markets of all kinds in different ways.

* Names of organizations disclosure

The data set did not include the names of the organizations the projects were for. As biases can also play a role in getting successful funding for the projects, this could be a useful information for data analysts to determine whether bigger or smaller organizations appeals more to potential backers.

* Lack of data for methods used to advertise projects

For proper analysis of the successful Kickstarter projects, one would need to know the methods used to get audience for each of the campaigns. It is important to reach the right audience and be able to successfully communicate the purpose of the projects to attract potential backers. The dataset does not include any data on platforms used by Kickstarter use to reach people. This could be in different forms of marketing, whether they used web advertisements through social media, emails or maybe even using PR agencies.

* Access and familiarity of different cultures to the service and technologies used by Kickstarter

While Kickstarter could be using a highly dependable and secure platform for cash transfers from senders to recipient organizations, other cultures (from other countries) who are not familiar with the technology can see this as a reason to not use the service due to lack of confidence. It could be one reason why Kickstarter is used most in the US than in any country in the dataset. Organizations from other parts of the world could also not have access to these services contributing to less projects launched from those countries.

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

**A chart representing the number of backers per categories on each year per country through years/months.** The economy of a certain country can be a relative factor to the number of backers as it can affect how much available resources people will have available for donations. Also, political and social events that happen in a certain year can affect how a certain category can be attractive to potential backers.

The same analysis can be done with using **the amount pledged on the graph in replacement of backers count per category on each year per country.**

**A chart representing success of Kickstarter with getting funding for their projects through years.** This can help the organizations determine if Kickstarter is still a useful platform for creating projects or if there is a decline, then it is likely that organizations are leaning towards other solutions.

**A chart showing the relation of the goal amount for projects and its success.** This will help us identify whether small or bigger projects are more likely to find success in funding.

In the same way, we could also use **the graph to show the backers count and the goal amounts of projects.** This will help analysts see the relation between backers count and if they increase/decrease as the goal amount becomes bigger or smaller. This could help identify if the goal amount is an important factor on the success as bigger amounts could be seen as something intimidating and organizations can come up with strategies on how to avoid that.