**Kickerstarter Campaigns: Report**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends

**Given the provided data, here are three conclusions we can draw about Kickstarter campaigns:**

1. Of the sample of 4,114 projects 2,185 or 53.1% were successful, 1530 or 37.2% failed, 349 or 8.5% were cancelled and 50 or 1.2% are currently live.
2. The theater category is the largest single category with 34% of total projects and has the second highest success rate of 60%. Only music has a higher success rate at 70%.
3. 12 Sub-categories where all projects are complete (no live projects) have a 100% success rate, they are: classical music, electronic music, metal, pop, rock, hardware, documentary, shorts, television, nonfiction, radio & podcasts, tabletop games.

**Limitations of this dataset**

The dataset is a sample (4,000) from a total of 300,000 projects. It is not clear if this is a representative sample i.e., no selection bias and therefore it is not clear how valid the conclusions are.

**Other possible tables and/or graphs that we could create**

It would be interesting to look at goal (converted to US$) versus success to see how elevated targets affect outcome. It would also be good to see what characteristics the 100% successful sub-categories and 100% failure or cancelled sub-categories have in common. A Return of Investment (ROI) term could be created from Pledged / (Duration \* Backers) to understand whether the successful projects were worthwhile.