**KickStart My Chart Report**

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

Based on my comparisons of the Kickstarter campaign goals (in dollars) and the percentage of projects that were either successful, failed, or cancelled, I can conclude that projects with a lower goal were more likely to be funded and successful. This is most true for projects with a goal under $10,000. Projects with a higher priced goal were more likely to fail or be cancelled. The highest percentage of failed projects from Kickstarter Campaigns (58%) were from projects that had goals of over $50,000.

Another conclusion that I can make from my analysis of the Kickstarter campaign data is that the most successful projects came from the ‘theater’ category. There were 839 successful theater projects. 60% of ‘theater’ projects were successful. The second-most successful project category was ‘music’ with 540 successful projects. 77% of ‘music’ category projects were successful. Although there were more successful Kickstarter ‘theater’ projects, the success rate of the ‘music’ projects was higher by 17%.

After comparing the month that Kickstarter projects were published to the outcome of the projects, I can conclude that successful projects were more likely to be published toward the beginning of the calendar year. The highest number of successful projects were published in May (234 projects). The number of successful projects decreased slightly during the summer months (June, July and August). When I added a trend line to the graph comparing the month published and the outcome of projects, I noticed an overall decrease in the number of successful projects from January to December.

**What are some of the limitations of this dataset?**

One of the limitations in this dataset is that Kickstarter projects with zero dollars of funding are included. These projects had zero backers. The creators of these projects may have never started fundraising for their project. These projects could be considered outliers in the dataset and could skew the data.

Another limitation of this dataset is that the data does not take the amount of advertising campaigns used to promote their project into account. Some projects are featured on Kickstarter’s home pages for the different categories, but many are not. These projects are more likely to get clicks and attention. Many Kickstarter campaigns use social media, word of mouth, and other advertising techniques to promote their project.

**What are some other possible tables or graphs that we could create?**

Another possible pivot table we could create would compare the country the project was published in and the outcome of the project. First, I would convert the successful, failed, and canceled projects per country into a percentage. The pivot table would show which countries had the highest percentage of successful projects. I would create a stacked column chart to illustrate this data.

We could also create a pivot table that compares the number of total backers per project and the amount of money that was pledged toward the project. This would allow us to answer the question – Does having more backers for a project actually raise more money? I would create a scatter plot with a trend line for this data.