# Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. It seems that for the majority of Kickstarter Campaigns, those related to film/video, music, or theater were the most popular top 3 campaigns that were ran. In addition, these three categories also seemed to be a majority of the successful campaigns – with over 50% of all campaigns (failed, live, and canceled included) showing successful criteria.
2. Based on the monthly trend of successful, failed, and canceled campaigns, it seems that failed and canceled campaigns trend fairly evenly across the board with no large fluctuation – showing that it’s reliable to assume that a certain number of campaigns will fail or get canceled month to month. However, the trend is showing quite a decrease for successful campaigns. From the trendline analysis, it seems that as the year continues, successful campaigns start to decrease. In the early months of the year, successful campaigns are quite high then start dipping down near the end of the year.
3. Overall, it seems that for all Kickstarter campaigns, 53% of all those funded were successful, 37% failed, 8% were cancelled, and 1% remain live. Therefore, we can make the assumption that a Kickstart campaign, regardless of category, has about a 50% chance of succeeding. However, there is obviously campaigns that are more successful based on the category at hand. For example, music shows 77% of campaigns were successful while 17% of food campaigns were successful. Therefore, we can use this data to explore what categories, funding price, and so forth could lead to running a successful Kickstarter campaign

# What are some limitations of this dataset?

One of the limitations was spotlight cost. From the data, it seems spotlight is having a campaign shown on a website or other platforms to gain exposure. However, spotlighting a campaign could cost money, and if that’s a variable that leads to successful campaigns, we should look at that at a more granular level. Also, the data is only at a country level, which makes it hard to see how spread out a campaign could be. It would be beneficial to have regional or coordinate data to see where these campaigns have gained the most traction or success so that similar campaigns could target these environments or demographics to improve their chances are being successful. Lastly, seeing the actual amount a backer provided could give a better insight to how funding is shaping up – if large contributors added to the total or if small backers had a large population. It would be interesting to see some of the metrics behind funding that leads to successes and failures for campaigns.

# What are some other possible tables and/or graphs that we could create?

Create a graph that showcases the amount funded, successful campaigns, or subcategory of by goal. This would see if those with extremely high goals are difficult to reach or if the successful campaigns are those with small goals. You could also break out number of backers for specific categories or sub-categories. This may be a bit flawed, but could provide insight to how many individuals are backing certain projects and see which population of backers is providing the most funds.