Kickstart Startups Evaluation

1. Given the provided the data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The most successful campaigns come from the theater group of submissions, but the best success rate seems to be in the music category when sampling every country.
   2. The most submissions are coming in the form of plays specifically, which are showing the most successful campaigns for a sub-category, even when compared to parent categories. Plays see many successful shows, but also have a large failed rate as well, meaning there is still a higher chance of failure in an industry with so many successful campaigns
   3. The industries with the highest failure rates are coming in food, games, publishing, and technology. All of these industries see around 1/3 or less of the campaigns succeed. This shows that these industries are much riskier than a lot of other industries.
2. What are some limitations of this dataset?
   1. Limitations of this dataset would start with the fact that many companies do not use the Kickstarter platform to raise money for their businesses. By analyzing this data though, you must realize that over 300,000 projects have launched on the site and we are only looking into 4,000. This dataset may be a random data set that happened to pick up on a lot of unsuccessful campaigns when there were actually many more successful campaigns to record.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a table and graph showing the relation of the number of backers, as well as the average payment per backer, to see how that affected success rates of the campaigns.