Kickstarter Analysis

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Plays make up 25% of all kickstarter projects, with 69% (694 out of 1004) success. This is the largest population of projects in any one subcategory, showing that this is a heavily supported area with patrons spanning globally
3. Campaigns created towards the end of the year are the least successful; one possible explanation is the distractions from the Holidays
4. Campaigns started at the beginning of the year are more likely to succeed compared to the failure rate
5. **What are some of the limitations of this dataset?**

Aside from Q1 2017, there are no other records of live projects; hence we cannot determine if the number of competing projects could be a factor in the funding performance.

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

I would create a graph that overlays the goal amount on top of the “Date Created” to see if goal amount is a contributing factor in addition to the time of year the campaigns are created.