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Kickstarter campaigns Report

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

1. The campaigns in the “Theater” category, and in particular in the “Plays” sub-category, are the most successful in terms of absolute number of successful campaigns
2. The campaigns in the “Music” category have the best success/failure ratio
3. The number of successful campaigns peaks in Spring (May) and dramatically drops at the end of the year (Nov-Dec).

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

This dataset is lacking some of the common sociodemographic variables, like age and ethnicity of the people involved in the campaigns. It should also provide more details on the location (e.g. city).

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

* a bar graph with the average duration of the campaigns (in days, Data Ended - Data Created), to see how long the campaigns lasted.
* a scatter plot with trend line to check the relationship between success rate and key variables (duration, goal, average donation).