**Findings: Kickstarter Campaigns (StarterBook.xlsx)**

* Mukta Jathar

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Overall, of the total of 4114 campaigns, 53% were successful. When compared with other categories, ‘Theater’ had the highest number of total campaigns (1393 of 4114) with a success rate of 60%.
3. 74% (3038 of 4114) of the total campaigns were in US with ‘Technology’ having the highest pledged amount. Avg. donation per backer was also highest for ‘Technology’ when compared with all the other categories.
4. Looking at the data from 2009 onwards, we see a declining trend in campaign success rates over the years. When looking at all the years together, we see a peak in success rate in May, followed by a steady decline over summer (Jun-Sep), followed by an improvement in fall and a steep drop again in Dec.
5. **What are some of the limitations of this dataset?**

* The goal and pledged amounts are in different currencies for different countries, needs to be converted to same currency for analysis
* Buyer demographics would have been helpful to draw conclusions
* Within countries, postal codes or city information would have been helpful
* Reason for campaign failure/cancellation not indicated
* Data set does not have any measure of campaign publicity/promotion efforts/costs which would possibly indicate the reason a particular campaign was successful

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

* Goal vs pledged amounts by category, outcome, country, years, etc.
* #Backers
* Avg donation per backer by category, outcome, country, years, etc.
* Duration of campaign
* Staff pick- true v/s false
* Spotlight – true v/s false