**Kickstarter Report**

**Questions**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?

**Answers**

1. Three conclusions drawn from this data are: The goal amount is an important factor in determining success of a campaign, particular categories and sub categories seem to be more successful than others (i.e. film, theatre, and music), and time at which the campaign is started does not seem to be a large determining factor of success. In Figure 1 the lower the starting goal the higher percentage of successful campaigns.

Figure . Outcome Based on Goal Amount

In Figure 2 and 3 some categories and subcategories success rates 60% or above indicating that certain categories are served better by using a Kickstarter campaign. This could be due to the nature of crowd sourcing and that people will pay for projects they want to see.

Figure . Outcome by Category

Figure . Outcomes by Subcategory

Finally, in Figure 4 the month at which the campaign started does not seem to be a large factor in whether or not the campaign is successful with successful campaigns hovering at just above 50% month to month.

Figure . Outcomes by Month

1. The limitations of this data set are on that this data set has data up to 2017 so this data is old at this point. Another limitation of the data is that since there is such a large difference in the goal of funds raised some campaigns have are set up for success. For example, most campaigns under $1000 are successful. This already puts a bias in the data to putting in projects with a lower goal. This data set does not put into account any of the marketing efforts of each company. This would likely be another indicator of success. Did people even know this project existed? There are several factors that limit this dataset.
2. Other tables and charts that could be created would be success by country. This could show if there is a bias to the country of origin of each project. My guess is that this type of funding would do greater in countries such as Canada, US, UK, etc. Also, comparing the average funding goal by outcome would be interesting to see. Another interesting chart would be by looking at outcomes by how many people pledged. Are projects funded based on sheer numbers or by people with large donations. The average donation by outcome would be interesting to see. One more chart that would be interesting to see is the length of project. Do longer or short projects get funded? Is there a correlation between length of project, and goal amount for a successful projects? These are the other questions I would ask.