Report

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

* 53% of all applications are successful; the three most successful categories are music (77%), theater (60%) and film&video (58%).
* 74% of all applications comes from the USA, with a success rate of 54%, slightly above the average.
* Per subcategory: indie rock and small batch are the two most successful subcategories; which is not a surprise for indie rock because it belongs to “music”; however, small batch is related to “food”, which is not in the top three of successful categories.

1. What are some limitations of this dataset?

* We do not know the reason behind any of the “state” subcategories, especially the ones related to “failure” and “success”.
* Also, in the information per subcategory, we do not know why some of the subcategories have different success rates than the category.
* This data base has info related to the supply side of projects; in this sense, it could be very helpful to have the demand side of the information: what type of projects are in demand from investors? In what categories? Etc.

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

* We could have some analysis per country: percentage funded and average donations to see some patterns…Are those projects with more backers the most funded?
* Have an in-depth analysis on those subcategories that outperform their categories per success rates, just like the small batch example. In this case, we can see if this type of projects have more backers or more percentage funded.