**Kickstarter Report Between 5/17/2009 to 3/15/2017**

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

* The most listed Kickstarter project category is ‘theater’ but ‘music’ projects have the most successful rate among categories.
* Subcategories of campaigns that always funded from the highest number to the least:

**Film & Video:** ‘documentary’, ‘shorts’ and ‘television’

**Food:** ‘small batch’

**Games:** ‘tabletop games’

**Music**: ‘rock’, ‘pop’, ‘classical music’, ‘electronic music’ and ‘metal’

**Publishing**: ‘non-fiction’ and ‘radio & podcasts’

**Technology**: ‘hardware’

**\*\***The highest number of campaigns is subcategory ‘plays’ with a 65% successful rate.

* Almost every month around 300 campaigns launched. May, June and July number of campaigns are peaking, September and December numbers are decreasing.

1. What are some limitations of this dataset?

* As we see in the category chart, number of theater campaigns are the highest normally. When we divide the chart subcategories ‘plays’ subcategory is exceeding. Data of plays subcategory is obviously outlier.
* Live campaigns can be seen on only January, February and March so there may be missing values of live states on the other months.

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

* We may see which subcategory is launched on which month and see the distribution of campaigns among months.
* We can see donations distribution of categories and subcategories.
* We can also say which categories and subcategories are attractive for bakers.
* Projects process can be tracked by start and end dates so campaign durations can be compared.
* Campaigns, categories and subcategories can also be observed based on country.
* We can make a both table and graph for goal and pledged amounts and their difference.
* We can count spotlight and staff pick of categories and subcategories and which of them have the highest number on chart.