**Data Analysis**

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

Conclusions 1

As shown from **Sheet 2** of the uploaded excel file, the “film and video,” “music,” and “theatre” categories yielded a substantial amount of success, in that, the proportion of fundraising which was successful, with respect to the grand total, was over 50% in all three cases, suggesting that, of the categories provided, these three are the most efficient. What Theatre, Music, and Film and Video all have in common is that all three are a type of live art, or “art in motion,” whereas the other categories listed, which are, technology, publishing, photography, journalism, games and food, are not. Therefore, it can be concluded that forms of live art are in fact the most influential; photography, the only other category which could be classified as an art, though not a live art, came in fourth place in terms of the percent of fundraisers which were successful, which was 103/220, or ~46.8%, still near the 50% mark.

Conclusions 2

As shown from **Sheet 3** of the uploaded excel file, classical music, documentaries, electronic music, hardware, indie rock, metal, nonfiction, photobooks, plays, pop, shorts, small batches, space exploration, tabletop games, and television all yielded successful fundraising efforts in that they all surpasses the 50% mark, whereas the others, did not. Plays in particular yielded the highest number of “successes” and “failures,” which is to say, plays were simply used the most-more than any other sub category.

Conclusions 3

As shown from **Sheet 4** of the uploaded excel file, there were far more successful and failed projects than cancelled, or live ones. As shown from the graph, the amount of successful projects was greater than the number of failed projects throughout the duration of the year, but the two switch places at the years end, which is, perhaps, due to holiday spending, or end-of-year budget constraints. The degree to which successful projects were greater than failed ones was higher in the first half of the year than it was in the second half, which is reason to suggest that should one want to fundraise, the first half of the year may be a better time to do so.

1. What are some limitations of this dataset?

Some things this dataset did not include were the sublocation within nations from which the funding was extracted-the dataset only gave the name of a nation(s) themselves. Additionally, whether the funding came from public or private sources, reasons why some goals were higher than others, what the money was going to be spent on, while the “average donation” could be derived very easily, the “median donation” could not be. Generally speaking, the median of things is very useful to know in statistics and data. Who is to say a few very wealthy donors didn’t pull the average far up in some cases? The mean, median, range, and other measures of donations could easily be calculated from a list of donations, rather than just the amount “pledged.”

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

From the data table, we also could have made some charts and table about the market cap, or total amount, of money raised, graphs showing the extent to which the goal was not met, met, or surpassed, certainly a graph or chart that shows the relationship between successful/unsuccessful efforts as they relate to which currency was sued to donate. Graphs and charts showing relationships between types of currency used and amount used, types of currency used and success rates, ratios of currencies used over time in relation to other currencies.

Although the data set did not include whether or not successful fundraising efforts using Kickstarter had experience using Kickstarter in a prior time, or reached success their first time, that data might be useful to know, so that the relationship between experienced, and new founded Kickstart crowdfunding could be correlated with what percent of those succeed, fail, and by how much.