# Analysis of Kickstarter Outcomes

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

* 1. The arts are the most successful types of campaigns with most successful projects being among theatre, music and film & video. Of those art projects, plays are by far the most common to succeed.
  2. Projects in the technology category are much more likely to be canceled than others.
  3. By goal the most successful projects (71%) are less than $1000.

**What are some limitations of this dataset?**

Currency is not standardized which skews the financial metrics. This can be partially overcome by using public datasets to convert all currencies to USD as a standard measure, however since we don’t have the exact date and time of a backer’s contribution it would have to be averaged over the total active window of the project. This would largely be acceptable since most projects don’t seem to span large time windows however there is the possibility for outliers if those windows happened to fall during major swings in the forex markets such as Brexit.

This is the only thing I could come up with that is a true limitation. If the question is more about what additional datapoints could be useful if collected I would suggest there are many. The question then becomes is this all the data that is collected, or just what is reported? Can we go back to the API for more granular data? I’m sure every pledge is recorded as a transaction but may not be available via the api so the point regarding currencies could possibly be nullified by getting the transaction level details. Additionally knowing how many projects individually identifiable pledges make is likely available in the details if made available.

For data that may not be even collected much less made available for reporting, I would propose any additional demographic information on the pledges could be useful. This then just comes down to privacy issues and what can or cannot be requested without impacting the willingness of backers to participate. Gender, Age, State (or non-US equivalent) could be potentially useful when constructing a projects style and choice of language which may help influence certain populations interest.

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

* Spotlight True/Fales by outcome
* Average Donation by outcome
* Backers\_count by outcome
* Country by outcome
* Staff\_pick by outcome
* Percent Funded by category / Sub-Category
* DateDiff Date Created to Date Ended by Outcome