**Kickstarter Report**

**Conclusions made from collected data:**

* When filtering by category, I was able to see that music, theater, and Film & Video campaigns had relatively high success rates compared to other campaign categories like journalism, technology, and photography.
* When I dove deeper in to the success of the theater category, I found that plays really drove the success. There was a much higher volume of “play” kickstarters and the success rate was much higher than the “spaces” and “musical” sub-categories who had success rates closer to 50 percent.
* When I looked at success rate based on launch date, I found that certain categories did better during specific times of the year. Success rates were generally higher in the spring time and in to the early summer. This was driven by the “film & video”, and “theater” categories. The “games” category, one the other hand, performed better in the winter if you exclude December.

**Limitations of the data set:**

* The data set we were given is only a small percentage of all the kickstarter campaigns so some of the trends I am seeing could be unique to this specific sample of campaigns.
* We are not able to see each individual donation so some of the campaigns that were successful could have been solely because they got lucky with one big donation and a bunch of other smaller donations.
* We can see what country each campaign is based out of but there is a lot more story to tell when it comes to the region of the country they are based. Especially in a larger country like the United States. We could be able to find more trends as far as regions go if we could dive deeper in to that aspect.

**Other Possible Tables and Graphs**

* We could make a clustered bar graph that shows the state of the campaigns that were “staff picks” and compares them to the ones that were not. This would hopefully tell us how much of a difference that title made when it came to the campaigns’ success.
* We could add another column to the table that displays the amount of time the campaigns were active and see if there was a correlation between that and the campaigns’ success.