1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Primary Categories:

* Theater has been the most popular type proposed by creators for funding with over 1,400 campaigns. Music, Technology & Film+Video are the next most popular primary categories creators seek funding for on Kickstarter.
* As a % of total Music as a primary category has the most successful campaign successes @ 80%, followed by Film & Video and theater with succes rates of around 62%.
  + While there are a significant amount of technology campaigns launched appx. 66% of them either fail or are cancelled
  + Also worth noting food project campaigns fail at appx. 80% rate and game project campaigns fail @ appx. 62% - suggesting people willing to back project campaigns on Kickstarter are drawn primarily to support traditional projects in the Arts.

Sub-Categories:

* Drilling down into sub categories within Theater campaigns Plays dominate and have the highest success rate @ appx. 66% v musicals and “spaces”.
* In music Rock, Pop, Metal, EDM and Classical music have very high success rates above 90%+
  + It’s worth noting music projects typically have much smaller funding goals & high success rates make sense - still Jazz and Faith projects in Music appear to fail nearly 100% of the time suggesting specific contemporary demographics for Kickstarter users.
* Other Sub Category Campaigns with high failure rates @ 90%+: Video Games, Food Trucks, Animation. “Drama”, Wearables and “Web”

Pivot By Years:

Project Success & Total Campaigns by Years:

2010: 75%

2011: 79%

2012: 76%

2013: 72%

2014: 48%

2015: 46%

2016 50%

2017 55%

2. What are some of the limitations of this dataset?

* Small sampling of the total projects on Kickstarter has some margin of error (though it should be statistically significant).
* Data for 2017 is clearly not a good sampling of the year, no 2018 data. Hard to know where things stand today to discuss is success % of campaigns is trending down or up currently/recently..
* No context of each specific project available to drill into connect data to intangibles like the impact of stretch goals etc...

3. What are some other possible tables/graphs that we could create?

These are the two I’d be most interested in:

* Average goal per primary category correlated to success rate
* Average length of campaign correlated to success rate