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After analyzing the results of 4,000 Kickstarter campaigns, I have made the following conclusions:

* Comparatively, the theatre category is the most popular category amongst fundraisers because it has the highest number of campaigns. This is likely due to the fact that the platform appeals to this demographic, given their limited access to capital.
* Spotlights on the website increase the likelihood of a given kick-starter’s campaign success.
* Journalism related campaigns are relatively more likely to get cancelled
* Music related campaigns have the highest probability of being successful
* July is most likely the most difficult time to secure funding as cancellation increases, the number of failed campaigns increase, and the number of successful campaigns reduces.
* Plays have the highest number campaigns on kickstarter.

Some limitations of the Kickstarter dataset include the following:

* It does not include the entire population of Kickstarter campaigns, as a result there could be sampling errors which will render the conclusions drawn above unrepresentative.
* It is dfficult to run a regression analysis on the data set as there are no variables with clear numeric relationships

Other tables

* We could also create a pivot table showing the relationship between spotlight and the result of the campaign. (i.e. Successful, failed, etc.)
  + This could be visualized using a bar graph to show that campaigns with a spotlight have a 100% success rate, while those without a spotlight fail 100% of the time.
* We can also create a pivot table showing the relationship between spotlights and the percentage of funding received.
  + This could also be visualized using a bar graph to show that campaigns with a spotlight are more likely to secure 100% of their goal.