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

**Conclusion #1**: “Music” category had the highest successful rate as 77%. The high successful rate was primarily due to the 100% successful rates for the following sub-categories: Classical music, electronic music, pop, and rock. Specifically, “rock” was able to reach 100% successful rate with 260 projects. Also, “Indie rock” under “Music” reached 87.5% successful rate, which was impressive consider total 160 projects. As such, for future campaigns projects, may consider to get more projects in above-mentioned categories to get more success.

**Conclusion #2**: Under category “Film&Video”, the success trend was very interesting, it’s either 0% or 100%. Out of the 6 sub-categories, three of them (Documentary, Shorts, and Television) have 100% successful rates, while the other with 100% failed or cancelled. As such, for future campaign projects, may consider not to start anything under “Animation”, “Drama”, or “Science Fiction” due to the historical failure. Projects under category “Documentary”, “Drama” and “Science fiction” are promising.

**Conclusion #3**: According to the “Outcome based on goal” line chart, it appears that the lower the goal set, the higher the successful rate was, with the exception of “35000 to 39999” and “40000 to 44999”. For future campaign projects, in order to reach higher successful rate, we may take this fact to consideration and take more projects with lower set goal vs. higher.

1. What are some limitations of this dataset?

#1 – Different currency: The goal set and money pledged were under different currency, as such, the goal outcomes table may not as relevant.

#2 – Lack of information how were these projects raised such as to whom were them raised and where (detail location) were them raised and how. This will largely impact the campaign result. When you put more effort to raise the money, you were more likely to be succeed.

#3 – For those projected got cancelled, it did not state the reason why they were cancelled.

#4 – It was not clear what were the information in column “staff\_pick” and “spotlight” mean.

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

#1 – number of successful/failed/canceled projects based on length (launch date to end date) of the projects. This may help us discover if there’s any correlation between successful rate and length (from launch to end) of the projects. Similar table as the “Goal Outcome” table where we can put days range in each row and count the number of successful and failed for each day range.

#2 – A line chart for “goal” and “percentage funded” to find out if there’s any correlation between the two, such as the lower the goal was set, the higher the percentage funded.

#3 – A scatterplot chart for day length (from start to end) and percentage funded. We can define the higher the percentage funded is, the more successful the project is. As such, we can tell from the scatterplot if there’s any correlation between the two such as the longer we spend to raise the money, the more money we could raise (more likely to success).