Prison Break

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

From the analysis, the following trends can be concluded:

1. Observing the trends in the Parent category, *Music* and *Theatre* are the most successful campaigns, with *Music* having a higher success ratio. *Journalism* campaigns have not shown success on Kickstarter.
2. Analyzing the relationship between the count of states and sub-categories, *plays* are the most successful campaigns in number. *Jazz, Hardware, Rock* have 0 failed or canceled campaigns making them the most successful campaigns overall. *Animation, Food trucks, Videogames* have the highest failure rate with 0 successful projects.
3. The month of May has the highest number of successful projects.

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

1. The dataset does not explain any reason why a project fails, succeeds, is cancelled.
2. This dataset doesn’t show the impact of third-party campaigning on Kickstarter projects.

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

1. Scatter plot to understand the relationship between funding percentage vs goals and also vs backers count.
2. A pivot table that shows the number of days of the fundraising for every sub-category filtered by the state and the parent category as shown below:

|  |  |
| --- | --- |
| state | (All) |
| Category | (All) |
|  |  |
| **Row Labels** | **Sum of No. of days** |
| animation | 3770 |
| art books | 742 |
| audio | 830 |
| children's books | 1275 |
| classical music | 1393 |
| documentary | 6296 |
| drama | 3026 |
| electronic music | 1165 |
| faith | 2113 |
| fiction | 1395 |
| food trucks | 5058 |
| gadgets | 617 |
| hardware | 5144 |
| indie rock | 5520 |
| jazz | 2138 |
| makerspaces | 653 |
| metal | 648 |
| mobile games | 1300 |
| musical | 4649 |
| nature | 597 |
| nonfiction | 1991 |
| people | 633 |
| photobooks | 5396 |
| places | 704 |
| plays | 32808 |
| pop | 1364 |
| radio & podcasts | 668 |
| restaurants | 682 |
| rock | 8840 |
| science fiction | 1537 |
| shorts | 1997 |
| small batch | 1198 |
| space exploration | 1929 |
| spaces | 6579 |
| tabletop games | 2147 |
| television | 1802 |
| translations | 1950 |
| video games | 3315 |
| wearables | 7282 |
| web | 5565 |
| world music | 738 |
| **Grand Total** | **137454** |