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**Kickstarter Campaign Report**

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

The first conclusion is that about half of the Kickstarter campaigns are successful with a peak amount of successful campaign in the month of May. The total successful, failed, canceled, and overall total are 2185, 1530, 349, and 4064, respectively. Thus, about 54 percent of the campaigns were successful while 38 percent of the campaigns failed.

The second conclusion is that theater plays from the United States have the highest number of successful Kickstarter campaigns with 412. However, the total failed and overall total are 250 and 671, respectively. Therefore, the percent failed is about 37, which closely aligns to the percent of overall campaigns failed that was calculated in the first conclusion.

The third conclusion is that Kickstarter campaigns were disproportionately either fully funded or unfunded at all. Using the *Percent Funded* column in the dataset, if we define fully funded as 100 or greater and unfunded defined as 10 or less, we will see that a vast majority were either fully funded or unfunded. Fully funded, unfunded, total funded campaigns are 2198, 1406, and 4114, respectively. As a result, the sum of fully funded and unfunded campaigns is 3604, which is about 88 percent of the total campaigns in the dataset.

2. What are some limitations of this dataset?

There are numerous limitations in the dataset that may have biased our conclusions. The first limitation is that the background information given for Kickstarter does not state anywhere that the 4,000 past projects were randomly selected. This means there may be a sample selection bias in the dataset, which may skew our results. Another limitation is that a vast majority of the campaign are based in the United States. When analyzing the data using the country filters, it can be seen that each country has different categories and sub-categories that were successful, failed, and canceled. For example, the United States had the most successful campaigns from theater and music with 525 and 490, respectively, while Great Britain’s most successful campaign is theater with 258. Another limitation is that the campaigns that were successfully funded were spotlighted while the campaigns that failed were not spotlighted as depicted by the *Spotlight* column in the dataset. As a result, it makes it difficult to conclude if a campaign was successfully funded through pure interests or if the spotlight allowed for campaigns to have a greater reach to users in showcasing their Kickstarter.

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

I would create a pivot table that incorporates both category and sub-category to make it easier to compare the groups. In addition, I would create a histogram of the average donations with a filter for outcome (state), country, category, and sub-category. I would also create a histogram for backers count with a filter for category and sub-category.