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

1. Based on the sample data (4,144), ‘theater’ has the greatest number of campaigns followed by ‘music’ and ‘technology’. Success rate in projects under category ‘music’ is the highest. ‘technology’ has pretty high rate of projects getting cancelled. (See Chart 1)

**Chart 1**

1. Success ratio is the best in ‘music’ followed by ‘theater’ and ‘film & video’
2. Based on 2015 and 2016 data, projects are mostly launched in Q1 and Q2 with a sharp fall in Q3.

What are some limitations of this dataset?

1. This sample data set seems to highly skewed with USA based data only.
2. Randomness of the sample is not certain

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

1. Average donation is highest in technology and lowest in music even though music has one of the best success rates. This means, people who are interested in technology make larger donations by the number of people with interest in technology is smaller.

|  |  |
| --- | --- |
| **Category** | **successful** |
| technology | 170 |
| photography | 115 |
| film & video | 107 |
| food | 91 |
| theater | 84 |
| publishing | 76 |
| music | 74 |
| games | 67 |

1. Campaigns with smaller goals have higher percentage of being successful
2. 76% of the projects seems to be from the US
3. Within Theater, ‘plays’ has highest number of campaigns. ‘rock’, ‘documentary’ and ‘hardware’ all have more than 100 projects and yet has 100% success ratio