***Kickstarter Projects Report***

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

Conclusion 1: Based on the pivot table which summarizes and sorts all Kickstarter projects by its parent category, we have defined 3 the most successful categories: (1) ‘theater’, (2) ‘music’ and (3) ‘film & video’. These were the most popular among entrepreneurs because more than 60% of all Kickstarter projects fell within these three categories. Also, the three categories showed the highest rate of success and the ‘music’ category is leading the list with more than 70% of projects within the category being successful.

Conclusion 2: Digging further into sub-categories, we have discovered that ‘rock’ an ‘indie rock’ were the most successful sub-categories within the ‘music’. While only 12.5% of ‘indie rock’ projects have not succeeded, the success rate for projects within the ‘rock’ sub-category is 100%. Within the ‘theatre’ category, the most successful sub-category is ‘plays’ but only 65% of projects have found success. Finally, the success of the ‘film & video’ category is owed to: ‘documentary’, ‘short’ and ‘television’. All of the projects classified as these three have succeed. None of the projects in the remaining 40% of ‘film & video’ category have made it through.

Conclusion 3: On average, all projects launched from February to June had the largest rate of success than those started in the second half of the year. However, this trend is more foreseen in ‘film & video’ and ‘theater’ than in ‘music’ category. Also, The United States and Great Britain are the most participating countries on Kickstarter.

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

The data set is defiantly useful to analyze numbers and detect common trends like the most successful categories and sub-categories. However, the provided information does not tell us a story about people standing behind these projects. The management’s knowledge, experience and passion are very important metrics that should be considered in making conclusions.

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

Constricting a pivot chat which compares the outcomes based on staff pick (column K) could tell us how accurate and predictable the analysts and decision makers at Kickstarter are.

It also would be beneficial to analyze the average donation per different categories to verify if the truthful and promising projects tend to motivate each sponsor to invest a larger sum of money.