**Kickstarter Analysis**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. A Kickstarter campaign is likely to succeed. Do it!
      1. Most Kickstarter campaigns between 5/16/2009 and 3/15/2017 were successful in raising at least their goal funding amount. Specifically, 2,185 of the total 4,114 campaigns were successful (i.e., ~53% campaigns were successful). If we limit the data set to only campaigns that have concluded and were not cancelled the successful portion rises to ~59%. 
   2. Definitely consider Kickstarter for a Theater or Music campaign.
      1. The most common category of Kickstarter campaigns between 5/16/2009 and 3/15/2017 was “Theater” (i.e., 1,393 of the total 4,114 campaigns). The next most common category was “Music” with 700 of the total 4,114 campaigns. These two categories of campaigns also had the highest success rates at about 60% and 77% respectively.



* 1. Kickstarter does not seem like a good option for any Journalism campaigns and most Food campaigns other than Small Batch.
     1. Every Journalism campaign during the period under analysis was cancelled. The success rate for Food campaigns overall was only 17% but the success rate for Small Batch Food campaigns was 85% including live campaigns or 100% if live campaigns are not considered.





1. **What are some of the limitations of the dataset?**
   1. Campaign owners can give the people who pledge incentives but there is nothing about incentives in the data. We do not know how those incentives impact the success of a campaign.
   2. There are some weird outliers in the data. For example, some projects only have a goal of $1.
   3. There isn’t any information about why a cancelled campaign was cancelled.
   4. The data appears to be in several currencies without information about how to convert and standardize.
2. **What are some other possible tables/graphs that we could create?**
   1. Count for “State” by “Spotlight” and/or by “Staff Pick”
      1. It would be interesting to see if more campaigns are successful if Kickstarter spotlights them.
   2. Combine the three tables we already made
      1. It would be interesting to see if the success rate has changed over time for individual categories or subcategories
   3. Count for State by length of campaign
      1. It would be interesting to know how the length of a campaign impacts success.
   4. Chart showing how many campaigns achieved 10%, 20%, 30%, etc. of their goal
      1. Which categories or sub-categories of projects achieve over 150% of goal?
      2. Which categories or sub-categories of projects achieve over 200% of goal?