# Kickstarter Campaign Performance

## Conclusions.

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

1. Of the 4,114 Kickstarter Campaigns, 52% had achieved their funding goals.
2. Specific categories, such as theater (34%), music (17%), and technology (15%) were the most popular. However, the most popular campaigns don’t necessarily translate into funding success, e.g., music comprises 17% of all categories, but it has a 77% success rate.
3. Subcategories provides a granular view of successful subcategories, e.g., rock (100%), indie rock (100%), hardware (100%)

## Limitations

What are some limitations of this dataset?

1. The dataset doesn’t show why a campaign was successful or a failure. For example, were the campaigns successful because of an outstanding product or, pricing? Conversely, why was a campaign a failure; is it due to poor marketing?

## Alternate Visualization Options

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

1. A pie chart showing the aggregate campaign performance would provide an ‘at-a-glance’ global picture of ‘pass/fail
2. Create a stack bar chart showing the of the campaign success, fail, cancelled, with data labels. This will provide a quicker way to see what is the averageA number of ‘failed’ campaigns actually received funding. We can identify those that had received $0 funding versus those had received some funding by creating a table that showed percentage funded. For example, 0%, 25%, etc.