# 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 launched between 2014-2017, half (53%) had achieved their funding goals, while less than half (46%) had either failed or were cancelled.
2. Generally, August, September and December are the worst times to launch a project, while February, March and April are the best months to launch.
3. Theater (34%) and music (17%) were the most popular projects that also achieved the highest funding success, 60% and 77% respectively, as a percentage of projects launched. Delving further, some sub-categories seem to have backers with greater affinity, where success rates reach 100% for some segments.

## Limitations

What are some limitations of this dataset?

1. The location of the data set is limited, with distribution only by country. Granular detail, such as State, can provide a more targeting information for the project campaigns
2. The data is stale with the most recent projects from 2017. There could have been significant changes within the last 4 years that could change the distribution due to technology
3. We don’t know the reasons for the campaign’s success or failure; is it great marketing / poor marketing, did the participate withdraw due to technical feasibility, or timing?

## Alternate Visualization Options

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

1. Stacked bar chart to identify the best month & day to launch a campaign.
2. A bar chart showing campaign success, fail, and cancel, by month, makes it easier to visualize the ratio of success to failure
3. A pie chart showing the aggregate project performance would provide an ‘at-a-glance’ picture of ‘success/fail, as a percentage of the total.
4. Use a bubble chart to show the three dimensions of a successful categories performance; number of backers, number of projects within a category, and median pledge amount.