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

1). Theater has the most successful count (839) from all country together

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of state** |  |  |  |  |  |
|  | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| theater | 37 | 493 | 24 | 839 | 1393 |
| music | 20 | 120 | 20 | 540 | 700 |
| film & video | 40 | 180 |  | 300 | 520 |
| technology | 178 | 213 |  | 209 | 600 |
| photography |  | 117 |  | 103 | 220 |
| games |  | 140 |  | 80 | 220 |
| publishing | 30 | 127 |  | 80 | 237 |
| food | 20 | 140 | 6 | 34 | 200 |
| journalism | 24 |  |  |  | 24 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

2) in US, most successful category is theater (525 count) and the second most successful count is music (490 count)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | US |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **state** |  |  |  |  |
| **category** | **successful** | **live** | **failed** | **canceled** | **Grand Total** |
| film & video | 261 |  | 130 | 31 | 422 |
| food | 34 | 4 | 115 | 15 | 168 |
| games | 52 |  | 96 |  | 148 |
| journalism |  |  |  | 23 | 23 |
| music | 490 | 17 | 110 | 19 | 636 |
| photography | 62 |  | 72 |  | 134 |
| publishing | 69 |  | 87 | 22 | 178 |
| technology | 158 |  | 138 | 121 | 417 |
| theater | 525 | 12 | 349 | 26 | 912 |
| **Grand Total** | **1651** | **33** | **1097** | **257** | **3038** |

3) In the theater category, plays sub-category has the most successful count (694) from all country together.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Category | theater |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **count of sate** |  |  |  |  |
| **Sub-category** | **successful** | **live** | **failed** | **canceled** | **Grand Total** |
| musical | 60 |  | 60 | 20 | 140 |
| plays | 694 | 19 | 353 |  | 1066 |
| spaces | 85 | 5 | 80 | 17 | 187 |
| **Grand Total** | **839** | **24** | **493** | **37** | **1393** |

1. What are some limitations of this dataset?
2. Due to missing (0) backers count, there are a lot of null value in the average donation
3. The goals have different currency and it is hard to compare
4. What are some other possible tables and/or graphs that we could create?
5. In different countries, how many successful, live, failed or canceled campaign and can be filtered by different category
6. Correlation between the goal and successful rate
7. Correlation between the goal and failed rate