# Starter Book Report

## What are three conclusions we can make about Kickstarter campaigns given the provided data?

* The number of successful campaigns is higher for goals smaller than 15K
* Successful campaigns under 15K represent approximately 80% of the total successful campaigns
* Theater plays are very popular and successful. Theater campaigns represent the 30% of all campaigns, and more than 50% of them have a success state
* Campaigns with goals greater than 50K are more likely to fail or to be cancelled

## What are some of the limitations of this dataset?

* Unix date format for Date \_Created and Date\_Ended columns can be considered a limitation. specially if the consumer of the data does not know how to convert the data to dates. This is not a big limitation but certainly creates a challenge to the user
* Another limitation could be to split the Category and Sub\_Cateogry column into 2 columns for improving the analysis
* These limitations are common in many datasets. Many data sources require some preparation or prework to clean and format data before starting the analysis process

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

* Additional tables and graphs could illustrate the following data visualizations:
  + Campaigns by Country
  + Campaigns by Currency. Additional currency conversion for standardizing the monetary value would help to improve the comparison between countries
  + Top 5 Successful Sub Categories by country
  + Successful & Failed trends by Year\_Month