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

-The success rates vary across different categories with music having the highest success rate and food having the lowest success rate excluding journalism, which only had cancelations (as measured by success/failure).

-Success rates vary across countries as do the type sub-categories of campaigns launched. Rock music campaigns had a 100% success rate and plays were by far the most common sub-category of campaigns launched.

-December is the worst month to launch a campaign as it is the only month over the entire time series with more failures than successes. Success rates have generally gone down over the years as the number of campaigns have gone up.

1. **What are some limitations of this dataset?**

Some campaigns promise the backers some sort of product, whether that be a physical good or music etc. whereas others are merely charitable with no promised tangible benefit for the backers, which likely may affect campaign results. We don’t have a way to quantify how compelling each page is with the text explaining the project and the pictures included, which may affect results. Another limitation, though fixable, is the currency numbers are not all standardized so if one were to use that in analysis, you would need to normalize all of them to a single currency. The data set doesn’t have any more granular data such as timing and donation size of each individual donor to see how frequency changes over time and whether donation sizes change. Kickstarter’s often gain traction through social media so having some social metrics such as shares across various sites would also be helpful.

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

Other interesting tables and graphs:

* Comparing donations (in $) per day across different categories and sub-categories.
* Comparing the percentage of funding campaigns got based on whether they were featured in the spotlight
* Comparing average donations based on parent as well as sub-categories.
* Compare success rates and donation size differ between countries
* Compare how success rates have changed across time