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

Three insights I gathered from using the conditionals, formulas and pivot data in Excel were that the majority of all Kickstarters opened are in either the Theater or Music category, and with good reason.

Even though all other categories account for a minority of Kickstarters, they contribute approximately 65% (1209 projects) of the total projects that either fail or cancel (1879 projects) with food and journalism rounding out the worst performing categories.

The month with the most successful projects launched (111 projects) is May. May’s leading success rate (67%) is only slightly ahead of April, June and July. The fact that more theater projects launch in May, and that theater is the most successful category, may instead be a reflection that theater is the most successful category, rather than that May is the best month to launch a Kickstarter of any category.

1. What are some limitations of this dataset?
   1. It would be useful to see patterns for the inflow of funds into each category. The deadline is presumably defined at the creation of the project. The total amount raised by the project, divided by the time between creation and deadline does not necessarily reflect how fast (or how virally) some of the projects may have reached their goal.
2. What are some other possible tables and/or graphs that we could create?
   1. It would be interesting to find a relationship between the amount requested in the goal, and the rate of success or failure. This could be used to guide future projects for goal setting.
   2. Success as a percentage of each category (see tab 4).