**Kickstarter Campaigns**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**

Based on the data provided, I draw the following conclusions:

* 1. Most Kickstarter campaigns are successful (53% of total), followed by failed campaigns (37%), then cancelled campaign (8%) and live campaign (1%)
  2. Top three Categories with the most campaigns are: Theatre, Music and Technology, representing 65% of the total campaign count.

Top three sub-categories with the most campaigns are: Plays (26%), Rocks (6%) and Wearables (5%)

* 1. The average monthly campaign is about 343. We also see an overall downward trend in the count of campaigns as the year progresses. Yet May, June and July are the busiest months with campaigns over 380

1. **What are some of the limitations of this dataset?**
   1. The data set may not provide a list of enough attributes/exploratory variables to understand the status of projects. I see the “Spotlight”, “Launched Dates”, “Deadline Dates” have been provided. We may take the difference between deadline and launched dates to see how long a project may have taken and whether that may explain the outcome. Because we have the pledged amount, we can also see if the level may impact the status. Yet I think that there may be other variables that may be needed
      1. Marketing and Distribution, which may or may not be included in the goal amount, hence pledged
      2. Measure of anticipated audience for each project to gage consumer needs
   2. I note that the “Goal” and “Pledged” are provided in different currency types (given the currency column). Yet the data set does not have Conversion Rates to bring Goals and Pledged amounts to the same currency, say US Dollars. Therefore we are not comparison numbers of equal value.
   3. The size of the data and whether we have all the categories and sub-categories. Are there other categories and subcategories that should be listed?
2. **What are some other possible tables/graphs that we could create?**
   1. We may be interested in seeing the number of campaigns by state, and by year instead of month. This will allow us to see if the number is increasing over time or not.
   2. We may be interested in seeing which country has the most campaign by building a table/graph with country in the row, and state of campaigns in the columns.
   3. We may be interested in reproducing any existing table/graph showing the amount pledged by category instead of the number of campaigns.
   4. We may be interested in reproducing any existing table/graph showing the amount pledged by Sub-category instead of the number of campaigns.