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

* Based on our analysis of the given dataset, more than 50% of the Kickstarter projects were successful, i.e. 2185 successful states of 4114 campaigns. Though, for the whole population (all 300,000 projects) only a third have made the positive outcome.
* The most common category in terms of the projects created on the Kickstarter platform is “theatre” with 1393 projects. The least popular category is “journalism” with 24 projects.
* Significant part of the projects, or 74%, were created in the US.
* Based on the percentage of the successful projects, the most attractive categories for backers are:

1. “Music” with 77% of successful campaigns. Its biggest sub-categories “rock” and “indie rock” have 100% and 85% of positive outcome respectively.
2. “Theater” with 60% of successful campaigns. The main sub-category is “plays” with 65% of positive outcome.
3. “Film&video” with 58% of successful campaigns. Its sub-categories “documentary”, “shorts” and “television” have 100% of success.

The least interesting categories for backers are:

1. “Journalism” with 100% of canceled projects.
2. “Food”, where 80% of the projects were canceled or failed. Thought “food trucks” and “restaurants” didn’t make positive outcome, “small batch” has at least 85% of the successful campaigns.
3. “Publishing”, where 66% of the projects were canceled or failed. But two sub-categories there were successfully funded, “nonfiction” and “radio&podcasts” (with 100% of the successful projects).

* Though the best month to start a successful project varies through the years, for the whole data set in general it’s May. The worst month is December.

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

* The dataset used for analysis contains 4114 records or 1.37% of the whole population of 300,000 projects. We don’t have information how the data was collected, which principles were applied to select samples.
* Some categories of the Kickstarter projects, e.g. “design”, “fashion”, “dance”, “comics” were not included in the dataset for analysis.
* Analysis was made in May 2018, though dataset doesn’t contain records starting April 2017. In this case, data analysis couldn’t discover latest trends regarding successful or unsuccessful Kickstarter projects.

1. **What are some other possible tables/graphs that we could create?**

* To deeply discover trends of success, we could create tables/charts only for projects with percent funded >100%, dividing data into ranges and analyzing goals, average donation and categories for each range.
* We could add tables/charts to analyze the average number of backers a project needs to become successful based on category/sub-category.