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

Based on the population that we analyzed, Kickstarters are more successful helping the Theater (Plays), Music (Rock) and Film and Video (Documentary) projects achieve or surpassing their goals. Across all the projects their success percentage (71%) is the highest when the goal was less than 1000. The most successful Category “Theater”, Sub-category Plays is also the project that has the highest failure rate. This analysis does not provide enough information for us to determine or predict if Kickstarter’s crowdfunding services would have a positive outcome or not.

1. What are some limitations of this dataset?

Two of the years did not include activity for all 12 months, which could make the results look better or worst for categories that had activity. Maybe the results in this dataset were inaccurate, we do not know how the data was imported into the database in each country.

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

First, I would modify the sample, by removing year 2009 and 2017. The two years didn’t have activity in all 12 months, I would think that would screw the results. Using the new population, I would create a new pivot table and bar chart to analyze the data by country and year to see which country Kickstarters were more successful.