# 3 of the conclusions that can be reached:

1. ‘Plays’ is the most popular subcategory for which people turn to Kickstarter to ask money for.
2. We can see that the percentage of projects that were successful closely follow the percentage of projects that was successfully able to raise the target amount of money.   
   **Limitation** here is that we also must check whether the projects that were successful in raising money are the ones that were otherwise successful as well.
3. We can see that the subcategories ‘Restaurants’ and ‘Jazz’ each have a failure rate of 100%. On the other hand, the subcategories ‘Rock’ and ‘Metal’ have success rates of 100% each.

# Few of the limitations:

1. Look at point 3 above. Does this mean that people like rock and metal more than jazz? Not necessarily.
2. If we could have the information about the region within the country as well, we can do a more detailed analysis.
3. We have no way (that I see right now) of telling what are the factors that make the project a ‘Staff Pick’.

# Few of the other possible tables/graphs that we can create:

1. We can check what categories and subcategories of projects are people most likely back. We can’t just go by numbers or percentages alone, we will have to decide how we want to do it.
2. We can check what categories and subcategories reach beyond the stated goals for money to be raised, and by how much.   
   On the other hand, we can check what categories and subcategories fail to raise the target amount of money, and by how much.
3. We can check what percentage of projects managed to raise the target amount of money, depending on the stated target amount. (Graph in sheet ‘Additional 1’)
4. We can check the relationship between whether the funding goals were reached and whether the projects were successful. (Graph in sheet ‘Additional 2’)
5. We can try to determine if being selected as ‘staff pick’ has any impact on how the project performs.
6. We can try to determine what effect project has by being in the ‘spotlight’ on itself and on other projects of the same/different categories and subcategories.