**KICKSTARTER ANSWERS**

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

Kickstarter campaigns can be summarized in those three points:

1. We can see the Theater category contains the highest number of Kickstarter projects run as well as having the highest number successful ones.
2. The most successful sub-category within the Theater grouping is Plays.
3. During the month of December 2017, we saw that the number of successful campaigns declined to a level below the failed campaigns.
4. What are some of the limitations of this dataset?
   1. Some limitations of this dataset are:
      1. Lack of demographic information such as gender or age range to understand the breakdown of who invest in which campaign and possibly target more ad-hoc campaigns
      2. Lack of information determining in how many days campaigns reach the targeted goal from the launched date to determine how fast campaigns hit 100% of the goal
      3. Missing information about how data is considered for example what is the meaning behind spotlight to determine if this value can be valuable for further analysis
      4. Lack of information related to number comments as it would be interesting to compare the backer traffic between successful and failed
5. What are some other possible tables/graphs that we could create?
   1. We could create a pivot table to analyze how many campaigns were successful, cancelled, failed and live per country to see which location perform better and which worse.
   2. We could calculate in the file the run days of each campaign between the date created conversion and the date ended conversion columns and create a pivot table with the average days runs for successful, cancelled, failed and live categories to see if successful campaigns run generally less or more than failed once.