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

* With the available data you can just provide a general opinion on this data set, you cannot establish causality or explain why a category or subcategory shows a successful or failed trend.
* Most campaigns have been successful. In this data set, the categories "music", "theater" and "film and video" are categories that show a greater number of successful campaigns.
* Decomposing these categories, we found that "film and video" ´s subcategories (“documentary”, “shorts” and “television”) concentrate most of the successful campaigns. Almost all the subcategories in the category “music” are successful, only "faith" and "jazz” subcategories show a constant tendency to fail. The “theater” subcategories are balanced.
* Economic goals of campaigns from less of $1,000 to $19,999 show a decreasing successful trend which turn to a failed trend from $20,000 until $34,999, return to a successful trend for campaigns between $35,000 and 44,999 and turns to a failed trend again for goals from $45,000 ahead.

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

With this data set you only can see regional, thematic and time trends, but you cannot research about causality. In the set there is not variables that could explain the state of a campaign, you can explore time of exposure or category and subcategory, but we cannot explain why people donate to one campaign and ignore others.

A good approach to the success of failure of a campaign could be research through the sociodemographic data of donors.

Another approach could be analyzing data of the rewards that each campaign offer to donors.

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

To make clearer all data set trends I used tables with percentages instead of frequency numbers.

We can construct new variables categorizing Backers, Average Donation and calculating in days the time each campaign was alive.

As an exercise I categorized these variables and create the following graphs in order to explore the behavior of donations and backers for different states of campaigns.

Graph 1

Graph 1: This graph shows that almost all campaigns have between 1 and 500 backers. Successful campaigns show a wide range in the number of backers supporting the campaigns.

2.

Graph 2: This graph shows that almost all donations received in the campaigns of this dataset are concentrated in a range between $1 and $99, in the case of Successful campaigns, this category shows the greater number of campaigns that achieve donations between $101-$200.

Graph 3:

Graph 3: According this data the majority of campaigns has “limit” of backers between 1 and 499.

Graph 4:

Graph 4:Most of successful campaigns seems to have a time of exposure (measure by the days between its launch and its deadline) below to the average campaign.