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

* **Category/Sub-Category affects the number successful contributions and failed contributions.** We can see some sub-categories such as animation having a 100% fail rate vs. classical music having a 100% success rate.
* Looking at the Pivot by Project Creation Date we can conclude that **“Successful” campaigns are more common every month and “Failed” campaigns are slightly less common**.
* **Campaigns generally fail when they do not have enough backers to support the project.** There are a few outliers, one project having over 1000 backers, but most projects do appear to have 0’s or single-digits.

1. What are some limitations of this dataset?

This dataset only uses a sample size of all the available Kickstarter projects and does not encompass all the dates since Kickstarter launched or latest dates. The goals for each project are not uniform so lower goals can achieve a higher “Successful” state.

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

* Exploring the length of the campaigns and the effect it has on backers on a general scale as well as within categories/sub-categories.
* Graphing which category/sub-category in our dataset has the highest amount pledged
* Calculating the average success rate for categories/sub-categories