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

* When looking at the data of Success, Failed and Canceled you can see the Success rate reflects at 53%, failed reflects 37%. With such a high Success rate it’s hard to not want to utilize the KickStart system as a tool to rase starter funds. Even if you consider the Cancelled as part of the Failed class the percentage of 46% is only a slight impact of failure.
* The specific areas that stand out as a Success are Plays at a 65% Success over the 33% that failed. The other area reflecting a 100% Success would be Rock , Hardware and Documentary. There are a few areas that are a 100% failure. Some of these are Animation, Children’s books, Drama just off the top. With a total of 16 overall failed criteria you are looking as areas or industries to avoid all together.
* We also must consider the time of year when utilizing the KickStart system. In our chart we cover the years of 2009 through 2017. It seems that no matter what the industry, timing is a heavy weight on success and fails. May appears to have a 61% success rate over all other months. The worst time of year is December at only 44% success and 47% failure.

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

* Some of the overall areas are reflecting a general type of range. We need to boil down to what types or specifics in each criterion. Take animation for example, what kind of animation was a failure in the chart? What this failure a reflection of one kind being anima or was it clay animation?
* The data pool seems a little small overall. Who reported the information, what it one specific company or all crowdsourcing companies?

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

* It would be good to break down each category by state. In doing this we can see what are the most successful or failures by region.
* Knowing how long each KickStart was open from start to finish by category and state would be a great way to see how long it takes to succeed or fail for each state or region.