1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. Based on the data, you would be most likely to see success in your campaign if you launched during the spring months. Across categories, May proves to be the most successful month to start a campaign. On average across categories, projects started at the end of the year were the least likely to succeed.
   2. Of each category, music projects followed by theater projects were the most successful campaigns. Several categories of music, including classical, electronic, metal, pop and rock all saw 100% success rates. Plays were the most successful theater category.
   3. Overall, creative projects such as music, theater, photography and film/video perform better on the Kickstarter platform than academic or product based categories such as food, journalism/publishing and technology.
2. **What are some of the limitations of this dataset?**
   1. There is no **demographic or socio-economic** data around the actual starter of each campaign. In order to full analyze why certain projects or categories of projects succeed, it would be helpful to understand the means/resources each person or team of people has during the funding process. For example, an affluent, well connected actor on Broadway is more likely to obtain more backers than a new actor kickstarting a play locally in their hometown.
      1. Additionally, without this information, the data may reflect campaigns funded by all affluent, well connected kickstarters and someone without those means trying to start a project may not see the same kinds of results.
   2. There is no **Geographic information** included. It would help to understand where a project is based out of and where most of the backers come from. A rock music project may be more likely to succeed if targeted in Los Angeles versus Minnesota.
   3. There is no information around the **means of marketing** behind the different projects. Were more successful projects featured on social media? Emailed to friends/family?
   4. The **categories are very broad**, lumping a wide variety of different projects together.
3. **What are some other possible tables/graphs that we could create?**
   1. We could look at outcome to goal funds to see if there are any trends in the amount of money raised to the success rate
   2. We could decipher the length of each project by calculating the difference between date created and ended to see if the amount of time a project is live affects the outcome.