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

* The odds a Kickstarter has of being successful are dramatically better if the Goal is $9,999 or less, and the best odds looking at historical data are if the Goal is under $1,000. (*Bonus* tab)
* The 3 months when Kickstarters are initiated the most are May, June, and July; however, February has the best ratio of Successes to Failures followed closely by May. (State by Month tab)
* Plays are by far the most type of Kickstarter; however, Classical Music, Documentaries, Electronic Music, Hardware, Metal, Nonfiction, Pop, Radio & Podcasts, Rock, Shorts, Tabletop games, and television all have perfect Success records despite all having less than 200 (except Rock at 260) Kickstarters in total. (State by Sub-Category tab).
* Technology Kickstarters have the highest cancellation rate, and Food, Games, Photography, Publishing, and Technology all have a less than 50% Success rate. Unfortunately, Journalism has yet to have a successful Kickstarter. (State per Category tab)

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

* Are Cancellations considered Failures? Is there a Date Cancelled available that would also show at the time of Cancellation how much was pledged and how many backers there were to compare dates with how many days were still left to the deadline?
* I would like to know the time period this data was taken and if it was comprehensive and reflective of all data within Kickstarter.
* I would like to know if this data is still reflective of the trends it depicts if a more updated data set was pulled including 2018-2019. If there have been different trends in the category or sub-categories, then this would change success rate data dramatically.
* I would like to know how user demographics interact with this data: Kickstarter creation and contributions and pledges, as well as, Kickstarters that are created by individuals compared to teams, organizations, or start-up companies.
* I would like to follow the data throughout a few years to see if overall/average success improves across all or some categories/sub-categories given the increased legitimacy and reach of the website as we get further from its inception point.

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

* Year by Country, Sub-Category by Country and State by Country to determine any trends between Kickstarter creation within different areas of the globe, overall count within countries, and success rates in different countries.
* State by Year, Category by Year, and Sub-Category by Year to see how Kickstarter usage has changed over time and if there are any trends in successes or cancellations the longer the website has been around.
* Inserting the Backers\_Count in all the previous data sets to determine the connections participation has on success rate, Sub-Categories, Goal amounts, and looking at how Pledged amounts vary based on Successes, Failures, and Cancellations between different Sub-Categories.