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

* Kickstarter Campaigns are popular for funding Entertainment industry projects. The provided data shows the top 3 categories – Theater, Music, Film and Video. These categories account for more than 60% of all the Kickstarter applications, and the success rate to be funded also the highest among all the categories.
* It is clear some Sub-Categories are more appropriate to get funding via Kickstarter than others. As we can see on the chart, there are a lot of only successful (i.e. documentary, rock, etc.) and only failed sub-categories (i.e. animation, drama, etc.). We can conclude that Kickstarter can be either the right platform to raise money, or not, based on the type of project (sub-category) to be sponsored.
* There is not really a correlation between which month a project is submitted and the outcome for this project (successful, failed, cancelled). There is not a perfect month in a year to start a campaign.

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

* The dataset isn’t big enough and doesn’t include recent data (stops at 2017).
* The dataset shows the state of each project that was funded and how much they were funded, but it doesn’t show if the successfully-funded projects were delivered. Do these projects really get delivered if fully-funded? If delivered, do they meet expectations? What is the number of projects becoming successful on the market? The dataset doesn’t show full story.

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

We could create tables and graphs for:

* Count of successful and non-successful (incl. failed, canceled and live) Projects by Country. We can see that population used Kickstarter is mainly from USA and UK.

(Rows: *Country*, Columns: *State*, Values: *State (count)*)

* Count of Project by year will allow us to see the popularity of Kickstarter as a crowd funding platform over time.

(Rows: *Years*, Values: *State (count)*)

* Amount of Backers per Sub-Category (including filter by Category).

(Rows: *Sub-Category*, Values: *Backers\_Count*, Filter: *Category*)

* Project backed or not backed by staff. It shows the projects picked by staff have 87% chance of being successful as opposed to 48% if not backed.

(Rows: *Staff\_Pick*, Columns: *State*, Values: *State (count)*)

* Amount pledged per Category (with state in filters to see which we successful, canceled, failed and live). Overall we will see that Technology Category drives the most influx of money to the Kickstarter platform.

(Rows: *Category*, Values: *Pledged (Sum)*, Filters: *State*)