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

For the 4,000 past Kickstarter projects analyzed:

1. Less than 50 campaigns are canceled in any given month. (*See PIVOT3\_State by Month*)
2. The percentage failed or canceled campaigns increases with goal (direct relationship) whereas the percentage successful decreases as the goal increases (inverse relationship). (*See Outcomes Based on Goals*)
3. The modal campaign Subcategory is plays and the modal campaign Category is theatre.

# What are some limitations of this dataset?

* The dataset comprises of approximately 1.3% of projects launched on Kickstarter. There is no indication that the sample is representative of the population.
* Goals and Pledges are given in various currencies and may invalidate the comparison of outcomes based on goals

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

* The background indicated that most people would use the number of campaign backers as a metric of success. However, key drivers of successful crowdfunding may not be found in other fields in the dataset. Scatterplots of campaign state versus percentage funded and of campaign state versus average donation may reveal stronger relationship.
* The campaign open duration (time between date created and date ended ) against state on a scatterplot may reveal any relationship between the two variables as a driver of success or failure of campaign state