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

Conclusion #1: There are more “plays” being submitted for funding on Kickstarter than any other sub-category. “Plays” account for more than four times the amount of the next largest sub-category, “rock”.

Conclusion #2: The parent category of “music” has the greatest success rate out of all the parent categories. Its success rate of 79.4% is almost 50% greater than the overall success rate of all parent categories (53.8%).

Conclusion #3: December is the only month where the number of “successful” Kickstarter campaigns outnumbers the total failed campaigns. This observation occurs when including all years (2009 – 2017) of data, based on campaign launch date.

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

Currently, we do not know how these examples were chosen. We could assume that this is every Kickstarter campaign ever, but a simple internet search disproves that. If these campaigns were chosen with any sort of bias, this could have an impact on our analysis. Another limitation is there’s no indication of whether the money totals have been adjusted for inflation or not. If they have not been, looking at totals or averages per campaign over time may be misrepresented (for instance, an average of $50 per backer in 2009 and $50 per backer in 2018 could actually mean people are decreasing contributions, on average). One more limitation of this dataset, without any outside research, is how the Kickstarter process works and if anything they do needs to be taken into account. For example, the number of “plays” in this dataset is larger than any other sub-category. This could mean any number of things – is Kickstarter more likely to approve these types of campaigns? Is this even part of the process? Or, do people just generally use Kickstarter for trying to get their play funded because they know the Kickstarter community likes them. Or, like mentioned at the beginning of this paragraph, did someone just choose to include more “plays” than every other sub-category.

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

Looking through the dataset, there were a few analyses that made sense to look at. One would be success rates by county, possibly over time, to see if there’s any differences of how long it takes for people in different countries to start accepting this method of funding new projects. Another would be time between launch date and end date, seeing if there’s any success rate of funding total correlations with the length of that time period. I think another very interesting one would be the success rate between staff picked campaigns and those that were not – it looks like this has a significant affect on the outcomes. Among other things to analyze, one last thing that would be interesting is a text analysis on the blurbs to see if there are any common themes that wouldn’t otherwise present itself in the dataset. To be more specific, perhaps there’s a positive relationship between successful campaigns and there being a greater cause than just the idea itself, such as furthering research efforts for a disease or something that aims to help less-fortunate families.