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

* Given the data, There is a 56.5% chance of success with crowdfunding campaigns. This is relative across the categories besides the parent category “games” which has a 48% success rate.
* There doesn’t seem to be a direct relationship with when a kickstarter is launched and whether or not has been pledged and successful. This is great for anyone looking to get started with their campaign who are hesitant as they are waiting for a “perfect” timing.
* Campaigns with goals higher than $50,000 saw the lowest percent of success compared to the other goals. This can be an important measure to guide a creator’s decisions. A creator may also do a close examination of the 37% of successful creators and what possible factors made them successful.

2. What are some limitations of this dataset?

-There are some factors outside of the data unavailable on this sheet.

* Kickstarters/crowdfunding are still a newer invention and have only started kicking off in the late 2000s. This data could possibly include how the companies are doing now.
* How much did these campaigns/creators spend on advertising? Where did these creators advertise too? It is common that you’ll occasionally see a celebrity or social media influencer supporting a campaign. Were these influencers part of the campaign or paid to support?
* Did the creators of these campaigns have the support of a team or were they created by an individual?
* The database is only a sample of 1,000 projects. If we compare to what is currently said on the kickstarter website that there have already been “234,277 **successfully** funded projects”, 1,000 projects scales our numbers way too small.

3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

-pivot table and/or scatter plot to distinguish whether there is a correlation between parent category and pledge value. This could guide a creator’s decision to push for certain goals, help understand the market of a specific niche, or finding that a certain type or subtype of a kickstarter has a greater likelihood of being successful with the market.

-Box and Whisker Plot could be a great tool because it would also help find the outliers in our data. It would also help compile the measures of central tendency and the related data.