REPORT

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

* Given the provided data, the category with more successful than failed projects was ‘music’. Therefore; it would be wise to invest in projects which are music related.
* By looking at the line graph, it would appear that the most successful time of the year to launch a project is in the month of May and the worst time is in the month of December.
* Looking at the data provided; the category with the most data to pull from is ‘theater’ and one with the least data is ‘journalism’ which means, this specific crowdfunding service has done lots of ‘theater’ related projects and barely any ‘journalism’ projects (which have all been ‘canceled’).

1. What are some limitations of this dataset?

The most obvious limitation within the dataset is fact that we don’t have data for all projects ever launched by Kickstarter. If we did, we would able to make more definitive conclusions and therefore ensure much more success in the future.

Also; this data does not specify exactly where (region of country, state, city, etc.) these projects took place. This data would provide a more accurate understanding of the “what works where”.

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

* Bar Graphs – to show comparisons of different years, categories, sub-categories, etc.
* Scatter Plot – to show correlations within the dataset
* Pie Chart – to visualize overall percentages