KickStarter Crowdfunding Outcome  
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Data Analysis

**What are 3 conclusions we can make about Kickstarter campaigns given the provided data?**

1. January through July are most successful months for projects.
2. Technology parent category has greatest number of canceled projects.
3. Plays sub-category are most successful of all projects.

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

* Monthly outcomes do not indicate different country representations.
* Plays sub-category (Theater parent category) greatly skews overall project outcome.
* Successful project outcome based only on goal amount being reached .
* Average project donations vary significantly influencing outcome.

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

* Parent category project outcome by country
* Sub-category project outcome by year
* Country project outcome by backer’s count
* Percent funded project outcome by average donation