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

From the perspective of a potential Kickstarter lister, we can make three observations from our analysis of the data.

Firstly, looking at the success percentage of projects by month, we can see that donors were most generous in May, with a project success rate of 60.3%. Alternatively, December was the least successful month with a success rate of 44.6%, well below the average rate of 53.1%. This may be explained by the decrease in disposable income in December as people are buying ready-made presents rather than donating to Kickstarter projects that may or may not come off next year.

Conducting the same analysis for the success percentage of each category, we can see that Music was most successful with a project success rate of 77.1%. There were several sub categories with a 100% success rate, so I would recommend Rock, as it lies within the highly successful Music category and has a largest sample size of all completely successful sub categories 260.

Therefore if I were advising someone who was launching a Kickstarter project, all other things being equal, I would recommend that they create a Rock project in May.

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

The data set could probably be sub categorised a little further or more specifically.

The dataset is limited in that it doesn’t contain information on precisely when the donations came in. In my above analysis, I said that May was the best time to create a new project, but the donations could have come largely in later months, we can’t tell.

While it would involve significantly expanding the database, possibly too much for excel, it would have been fun to play around with the donation data on an individual level.

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

I think we could have created a goal size vs success rate chart. It would be helpful to know what the ideal goal size is; and how we could maximise our goal size with the highest acceptable likelihood of success.

I would have also liked to explore the relationship between the average donation and the percent funded.

We could have also explored the amount of successful projects or the amount pledged per year, to compare a trend similar to what we did for “months” in “date created”.