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

**Conclusion 1:** Projects in the categories of film & video, music, or theater are more likely to receive enough money for their goal. These categories take up the majority of the projects and at the same time have more than 50% of chance to succeed in obtaining funding (i.e., successful projects outnumber failed projects).

**Conclusion 2:** Projects in the sub-categories of classical music, documentary, electronic music, hardware, indie rock, metal, nonfiction, photobooks, plays, pop, radio & podcasts, rock, shorts, small batch, space exploration, tabletop games, and television are more likely to succeed (i.e., having more than 50% chance to succeed). Among them, many sub-categories have a 100% chance of success, such as classic music, documentary, hardware, metal , nonfiction, pop, radio & podcasts, rock, shorts, tabletop games, and television.

**Conclusion 3:** Across the months of a year, February, March, April, May, June, and November are good time to launch a project, because in these months successful projects greatly outnumber failed projects. For January, July, August, September and October, successful projects also outnumber failed projects, but the differences are not very big. December is the worst month, in which failed projects outnumber successful projects. Overall, spring and fall seem to be good seasons to launch a project while summer and winter are not so good.

1. What are some of the limitations of this dataset?
2. One limitation is the limited amount of data. There are only 4114 projects in this dataset, while there are a total of more than 300,000 projects in the Kickstarter program. Thus, whatever conclusions we make are only based on the four thousand projects that are included in the dataset. These projects might be pretty representative of all the projects in the Kickstarter program, or might not be.
3. There might be other information about each project on the program website that is not included in the table. The information might have an impact on people’s decision on whether to fund a project, which we cannot know based on the table.
4. What are some other possible tables/graphs that we could create?
5. We could also graph the “state” of the projects as a function of “country”. This could help us understand whether the location of a project plays a role on the outcome of the project.
6. We could also look at the ‘blurb’ to understand whether there are certain words or phrases that tend to appear in projects that end up being successful. This would require text mining techniques.
7. I think the Bonus graph is also a very important way to look at the data, that is, to understand at the range of the “goals” projects tend to obtain successful funding.
8. We could also focus on the successful projects and graph the time it takes for those projects to obtain targeted funding. This could tell us what categories or sub-categories of projects achieve success within the shortest amount of time.