**What are three conclusions we can draw about Kickstarter campaigns?**

1. Based on outcome per category we can say that the most successful category was Theater (839 successful campaigns of 1393 total) following by Music (540 successful of 700 total). However, only 17% of all Music campaigns failed in comparison to 35% of Theater campaigns.

If looks closer on successful Music campaigns, Rock music was the most successful sub-category, following by Indie Rock. Classical, Electronic and Pop projects had the same range of success. Campaigns related to Jazz music on the other hand were the most failed in sub-category of Music.

1. Having almost equal distribution between successful, failed, and canceled campaigns, Technology category seems the riskiest one. Only Hardware related projects in Technology category were successful and those projects contribute to more than third of success in the Technology category.

Interesting situation happened with Journalism campaigns. All projects were cancelled. It could mean that we do not have enough data or Kickstarter is not good crowdfunding platform to raise money for Journalism projects.

1. The most successful months in average were May and February with 108 and 96 successful projects accordingly. Vise versa, the most unsuccessful month to start a campaign was December.

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

The data is not full. We have only 4000+ campaigns listed but more than 300000 projects were initiated as indicated in Introduction

US campaigns represent more than 70% of all listed projects but the existing dataset is missing information about State and/or city of US projects which can contribute to understanding of outcome of projects in particular categories.

The data is not accurate. We are using the full spectrum of listed years from the start of Kickstarter in May of 2009 through March of 2017. So, the first 2009 year is not full and one third of the 2017 listed projects are still live. A goal of 100 million or only 1 dollar looks unrealistic.

To have a good representation of real situation with successful and unsuccessful projects on Kickstarter, the data should be clean first.

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

A table to represent average goal and state (outcome) of projects filtered by year which give us idea of how goals for successful and unsuccessful campaigns changed over the years.

Bar chart to represent average duration of campaigns filtered by category to estimate how many days is required in average for campaign be successful.

Scatterplot to analyze if any correlation exists between promoted by staff\_pick and success of projects.