**Kickstarter Funding Analysis**

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

Conclusion 1:

53 percent of the over four thousand projects placed on Kickstarter were successful in achieving their funding goal, while 37 percent failed.

The three categories that are the most common and have the highest success rates are theater, music, and film & video projects, respectively. All three of these types of projects can be place in the broader category of “entertainment media”.

The three categories with the highest number of failed projects are theater, technology, and film & video projects.

Conclusion 2:

Among the subcategories, plays, rock music, documentaries, indie rock, and hardware have the highest number of successful projects. Conversely, Plays, wearables, food trucks, animation, video games, and dramas have the highest number of failures.

Conclusion 3:

Cumulatively, there are more successful projects in May than in any other month. December is the month with the lowest number of successful projects.

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

I believe the greatest limitation to the dataset is the lack of demographic and economic information on the backers of the projects. This information would provide a deeper understanding of why certain projects are more successful than others and also aid in more targeted marketing of certain products.

We also have no data on the amount of exposure each project received. It is possible that some of these projects received considerable advertising in order to come to fruition, while others did not. Having greater data on which projects received any kind of advertising, or the number of page views each project received would provide greater accuracy to understanding why some projects were more successful than others.

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

* We could create a stacked bar chart to identify the success rates of projects based on country of origin.
* We could create a scatter plot to identify success rates versus length of time a project is on Kickstarter.
* We could create a heatmap to identify the largest sources of funding throughout the world either for all projects, or for certain categories.