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

2. What are some limitations of this dataset?

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

1. 3 Conclusions
   1. Based on it’s definition of successful outcome, the most successful Top 4 categories are Theater followed by Music, Film & Video then Technology. Within the sub-categories, in the Theater Category Plays is the most successful sub-category, Rock for Music, Documentary for Film/Video and Hardware for technology.
   2. The highest failed rate is also in Theater with Play subcategory followed by Wearables for Technology and Animation for Film & Video.
   3. High launch success rate in the May timeframe with launch failure rate happening the most in July and January & October months.
2. Limitations of this dataset
   1. This data set doesn’t capture other useful metric to gauge success of the project not just based on pledges but also actual outcome, sales/revenue, profit in relation to the actual funding received.
   2. Collect additional more current data and post launch data. Other post launch metrics would have been useful.
3. Suggestions
   1. Other tables and charts would have been useful including the percent of the state against overall project total i.e. % of successful launch against all project by categories & sub-categories and …
   2. Other graphs of Percent funded, staff\_picks, backers count in relation to state, percent funded and average donation.