**KickStarter Data Set Analysis**

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

* The highest number successful projects fall into the “Theater Category. Within “Theater”, the most frequently launched campaigns are for “Plays”.
* The highest number of successful campaigns were launched in the month of May.
* The highest number failed campaigns were in the “Theater” category. The sub-category with the most failed campaigns is “Plays”.

1. **What are some limitations of this dataset?**
   * The “Country” variable is high level. Users could gain more insight if there were additional fields like city and state.
   * There are no variables that describe the “Backers”, so users have no information regarding the people or organizations that fund campaigns.
2. W**hat are some other possible tables and/or graphs that we could create?**

* Pivot table and/or line graph that presents Success, Failure or Canceled based on the length of the campaign. This would require the creation of a new variable, “Time”; the number of days between the “Date Created Conversion” and “Date Ended Conversion”.
* Bar chart that presents “AVG Donation” by “Category” and/or “Sub-Category”.