1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Of all the Kickstarter campaigns, the most successfully funded projects in which the crowdfunding goal was met or exceeded (deemed “successful”) was in the *theater* category (60% success rate), followed by the *music* (77% success rate) and *film & video* (58% success rate) categories. All crowdfunding campaigns in the *journalism* category were “canceled” (100%).
3. According to sub-category, Kickstarter campaigns in the *plays* category had the highest number of funded projects and crowdfunding goal met (deemed “successful”) (65% success rate) of all sub-categories. All Kickstarter campaigns in the *art books, audio, science fiction,* and *world music* sub-categories were “canceled” (100%). Similarly, 10 sub-category campaigns (i.e., *animation, children’s books, drama, jazz, mobile games, nature, people, places, restaurants,* and *video games*) “failed” to get funded.
4. According to month, May had the greatest number of successfully funded Kickstarter campaigns (lowest in December). The lowest number of projects that failed to meet their funding goals (deemed “failed”) occurred in April (highest in October).

**Conclusion:** Overall, about half (53%) of the campaigns were successfully funded, a little over a third (37%) “failed” to get funded, and only 1% are “live”. The data suggests that most of the successfully funded projects were in plays and that May is the best time of year to perhaps get funded. From the bonus, the funding goal for about a third of the projects (35%) was $1,000 – $4,999 with a 66% success rate.

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

While “successful” funding is defined by a project meeting or exceeding its initial funding goal, “failed”, “cancelled”, and “live” are not defined. A Kickstarter project/campaign could fail or be cancelled for numerous reasons (e.g., fraud, legalities, backer failure to deliver on pledge, unrealistic performance of projects, etc.). Further, the variable of time is not a constant in the dataset. It is difficult to determine rate of success, failure, cancellation, and if the project is still alive without examining the dataset against time (for example: number of days it took to reach a initial funding goal).

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

What may be perhaps more useful would be examine data on the average donation per backer as it relates to time and success rate. For example, the question here may be “Does the increase in the average donation per backer over time (after a Kickstarter project goes live) positively correlate to its success rate?” Another possible dataset would be to look at how wildly “successful” a project exceeds its initial funding goal as it relates to time.