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

1. A large part of Kickstarter projects are media based (i.e. plays, movies, books).
2. Of the data collected in this set there is a less than 10% swing between successful (53%) and unsuccessful (46%) campaigns.
3. A large part of Kickstarter campaigns are based in the US and because of that the trend of successful to unsuccessful is largely influenced by that data set. Some countries have much larger swings between successful and unsuccessful campaigns.

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

It’s hard to tell how statistically significant some of the data is because data sets from other countries are fairly small. Italy for example has a dismal success rate for campaigns with only 24% of campaigns being funded. However, the data we have for Italy is only on 29 campaigns. So while it would seem that Italy isn’t a great market for someone looking to start a campaign it doesn’t mean that in a few years the platform might not take off.

The data also isn’t extremely current, the last project ended in May of 2017 so there are roughly 2 years of data where trends may have shifted significantly.

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

I would be interested in breaking down the subcategories into yearly reports to see the trends for specific subcategories. Plays are a large percentage of campaigns on Kickstarter but there’s always a chance that the trend is shifting. It may be riskier to begin a campaign for a play now than it was 5 years ago.

I would also like to see a table and graph related to success rate based on the goal. There may be a sweet spot for all subcategories where a project is most likely to succeed and there is likely a dead zone past a certain amount where chances of success drop significantly.