**Kickstarter Campaigns Analysis**

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

1.1 Top 3 successful categories by count are Film & Video, Music and Theater.

1.2 The higher the goal the lower success rate is

1.3 February, March, April and May are the four most with most percentages of successful campaigns

1.4 (Bonus) The more backers the higher success rate is. Therefore, marketing strategy and number of connections will increase number of potential backers consequently increasing probability of success.

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

The dataset doesn’t provide full picture of each campaign therefore not allowing to identify some key factors leading to success. I would like to see data for the following factors to conduct more comprehensive analysis

* Marketing Strategy
  + Introduction video rating or view count
* Background of the founder/project owner
  + Education
  + Experience
  + # of connections on various social media platforms including LinkedIn

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

With the available data we can also look at:

* Success rate by category: Total Projects Count for a category divided by Successful Projects Count for the category
  + While Top 3 successful categories by count are Film & Video, Music and Theater, top 3 categories by Success Rate are Food, Games and Music
* Duration of campaign: Date\_Ended minus Date\_Created
  + Duration plays a role. I would build a graph with Percentage (Success, Failed, Cancelled) on Y-Axis and Campaign Duration (1-5, 6-10, 11-15, etc) on X-Axis.