1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. Based on the data provided and according to the results in Pivot Table 1, almost 80% of the Kickstarter projects were in the theater, music, technology and film & video categories with theater solely accounting for a third of all the projects. Journalism had the fewest amount of Kickstarter projects and all Journalism projects got canceled. Overall, the campaigns that had over a 50% chance of succeeding were film & video, music, and theater, with music leading the packing with a 77% chance of success.
3. Pivot Table 2 shows that Plays are the most dominant and common Kickstarter project, accounting for over 25% of overall Kickstarter projects analyzed. It had a 65% chance of success. One thing to note is that Plays also had the highest number of failed projects as well. Rock and documentary were the only sub-category, with a significant enough sample size ( at least 150 Kickstarter projects) that had a 100% success rate.
4. Pivot Table 3 shows how seasonality affects the Kickstarter projects. May had the highest success rate, while months June and July produced the most failed projects. July also had the most canceled projects. Overall, the best month to start a project is in February and May, while the worst month to start a project was in December.
5. What are some of the limitations of this dataset?

a. Granularity of information- No information on specific vital information such as city and/or state, which can be a huge factor on the success of projects. This is because certain towns and cities have demographics that favor or are indifferent to different art forms and causes.

b. Small sample size - The 4,000 projects analyzed only accounts for less than 2% of the total projects launched on Kickstarter. This might not be a fair representation of the overall success and failure rate of Kickstarter projects and results analyzed from this small sample size can be very misleading.

c. Number of organizers for each project which can be a deciding factor on how much publicity and awareness the project got, which in turn can be determining factor on the outcome of the project.

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

a. Backers count vs state/outcome; In order to visualize the impact the number of backers have on the outcome of the project.

b. Country vs state/outcome; In order to visualize how location affects chances of a project succeeding.

c. Backers count vs subcategory/category; In order to visualize the number of backers that support a certain cause. This might help us decide what projects to focus on.

d. Subcategories vs state/outcome vs goal; this might be helpful when setting goals, so one doesn’t set too high or low a goal when soliciting for funds from backers.

e. Time between deadline and launched at state/outcome; to see if longer/shorter duration affect chances of success.

f. Backers count vs country; to see whether more backers hail from a certain country.