

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

- Theater is the category with the most Kickstarter projects. It has the most successful projects of all the categories. Total of 839 successful projects. That is 39% of the total successful projects. Within the Kickstarter subcategories 'musical', 'plays' and 'spaces' 'plays' has the most projects and highest number of successful projects. In particular, it has 694 of the 839 successful theater projects. That is 83% of its successful projects!
- We can conclude that more projects in Kickstarter are successful than failed/canceled. In particular, the month of May has the second highest traffic of Kickstarter projects. It also has the highest number of successful projects peaking at 234 projects.
- Most of Australia's projects have failed. The failure rate being 55%. The top three failing categories are in the following order: theater (13/19), games (7/19), film & video (6/19).

2. What are some limitations of this dataset?

- The pledged amount is pledged which means it is a promise that the backer will give the money. However, it is not a guarantee. For example, if someone takes their pledge away and now the goal isn't met, and the Kickstarter project went from 'successful' to 'canceled' that would skew our data.
- There are some possible outliers. For example, if you filter percent funded you will see some are well above 100%. THE 'mi8' RISES in particular had a goal of \$1 and had a pledged amount of \$22603. Depending on what we are using 'percent funded' for this maybe an issue.
- I took a look at the subcategories for music and saw a lot of mainstream music genres missing. To me the genres seems too relevant to be missed. I would be interested to know if that information is not getting captured correctly or if it is truly missing. That in return could affect our findings depending on the question we are asking the data.

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

- It would be beneficial to incorporate the average amount a backer pledged. This could help us understand the question "Are projects in theater more successful because they have more backers?" Further it would help give an idea about how many backers is ideal for a category to reach its target goal.
- We could add the countries to 'filter' in the PivotTable of the last chart with dates. This would help us get an idea on something like 'Does Australia have a higher failure rate one month over the other?' or "Would projects be more successful in Australia if launched earlier in the year rather than later?"
- It would be interesting to incorporate the name or the blurbs. I would be curious if projects with shorter names were more successful compared to one with a longer names. Further, if certain phrases or words in the blurbs like 'help' or 'support' have more successful projects.