**Kickstarter data**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Using the given Kickstarter campaign data, we can draw the following conclusions –

* 1. Projects in the ‘Theater’ category and primarily in the ‘Plays’ sub-category have been the most successful over the years.
  2. Projects with lesser fundraising goals have had higher rates of success. As fundraising goals increase, the percentage of failed projects increases.
  3. The ‘technology’ category has the most number of cancelled projects.
  4. 100% of projects in the technology/hardware category were successful.
  5. 100% of projects in HK were either cancelled/failed.

1. What are some of the limitations of this dataset?
   1. The Kickstarter dataset does not tell us about what was done during the campaign such as advertising, background and experience of owners, the influence of backers etc. that may have contributed to the success/failure of the projects.
   2. It is not apparent from the data what factors contribute to project cancellations.
2. What are some other possible tables/graphs that we could create?
   1. A graph of ‘percent funded’ against ‘state’ will help understand correlation between funding and project success/failure
   2. A graph of ‘backers’ and ‘average donation’ against ‘state’ might help understand whether these factors have anything to do with project success/failure
   3. A graph of ‘staff pick’ and ‘spotlight’ against ‘state’ to understand how these factors influence project success/failure.
   4. A graph of ‘state’ against ‘country’ so that it will be apparent which countries have the most number of ‘successful’, ‘failed’, ‘cancelled’ projects.
   5. Create a new column for ‘duration of project’ and plot against ‘state’ to understand how long it takes for projects to be completed and how does the project failure/success measure against duration.