**1. When looking at the Kickstarter campaign data, we can draw a few conclusions:**

**It is easier to fund a table-top game through Kickstarter than it is to fund an electronic (video or mobile) game**: When excluding live campaigns from the dataset, 53.76% (2185/4064) of the campaigns were successful. Of the 4064 non-live campaigns, 220 were in the gaming category. Only 36.36% of gaming campaigns were successful, all of which were table-top games. They received an average of 549 backers per campaign and 71% (57/80) received more than 150% of the campaign funding goal. None of the mobile games and none of the video games in the dataset were successfully backed although they all received backers.

**A video component to journalistic content is advantageous when looking for backers on Kickstarter**: From 2014-2017 there were 24 audio-journalism campaigns (radio shows and podcasts) in the dataset. All of them were cancelled and nearly all of them received little to no funding from backers. During that same time, there were 86 film & video-documentary campaigns. All of them were successful and 8% (7/86) received more than 150% of the campaign goal.

**The number of campaigns on Kickstarter appears to be declining after peaking in 2015**:In 2015, the number of campaigns in the dataset for Quarter 1 (Q1) totals to 289. In 2016 the number of campaigns in Q1 totals to 233. That is an approximate 19% decline in campaigns during Q1 year over year (YoY). We see an even more dramatic decline in Q1 2017 with total campaigns of only 128. That represents a 45% YoY decline in the total number of campaigns for Q1 in the dataset.

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

The dataset doesn’t tell us if successful campaigns equate to satisfied backers. The dataset defines “success” as a campaign reaching its funding goal instead of delivering a product or measuring the satisfaction of the backers after receiving the product.

The dataset doesn’t explain the significance of the **Spotlight** and **Staff\_pick** columns. Without knowing the point during the campaign’s life cycle at which it was selected for spotlight or staff pick, it is hard to measure the impact of those accolades.

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

We can create Year over year growth to see if certain categories are increasing or decreasing in popularity. Additionally, instead of filtering on year and category, we can include those as columns or rows within the pivot table to see how the categories trend throughout the year and over time.

We could include columns **Splotlight** and **staff\_pick** to see how much more successful campaigns receiving those accolades were compared to campaigns that were only selected for one or neither.