**Kickstarter Campaign Analysis**

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

* People prefer to donate money to performing arts than any other category. In particular theater, music and film and video had the most campaigns launched and goals deemed successful.
* December is not the best month to try and launch a Kickstarter campaign. By far the month with the least amount of successful campaigns.
* Campaigns are either going to be a failure or a success, (more success than failure), not many fall into the canceled category.

1. What are some of the limitations of this dataset?

* If you look strictly at the data you don’t know why certain categories are deemed failures and successes. You also don’t know why they were canceled.
* How important are backers as it relates to a campaign being successful. What is the total of backers and average donation?
* What is the average financial goal for each category? Are some categories needing to achieve a higher dollar amount compared to other categories?

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

* A clustered column chart or bar chart could be used for parent categories/sub categories and compare the average donation, backers count or percent funded.
* A scatter chart would be useful for showing backer count to exceeding goal expectations.