**KickStarter dataset report**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * Highest percentage of projects launched was in the theater category (34%), while the lowest was journalism (0.6%).
   * Over half the projects (53%) succeeded in getting funded.
   * Among all sub-categories, music had the highest rate of success.
   * There were no KS campaigns live between April and December in any year. Live projects constituted only 1.2% of this dataset.
   * The outcome of success and funding goal were negatively correlated, ie. the more money backers were asked to pledge, the less likely the project was to succeed.
2. What are some of the limitations of this dataset?
   * While this is an impressively large dataset, beginning as early as 2009 (which is apparently when Kickstarter was founded), it’s not clear how the sampling was performed.
   * The dataset is also biased towards the arts, with the highest number of projects being theater and music, so it’s not easy to tell if the results are representative of all projects.
3. What are some other possible tables/graphs that we could create?
   * I converted the outcome counts to percentage of grand total in the first two pivot tables, because I thought looking at it as parts of a whole gave me a better idea of what the results meant.
   * Success rates by country would be interesting, though it’s also hard to say if it would be biased, since Kickstarter is most popular in the US and the bulk of the projects are launched here.
   * Some KS campaigns not only meet their goals but also meet stretch goals, getting several-fold overfunded at the end. A quick filtering seems to indicate that campaigns in which founders did not use the spotlight page mostly failed, but there might be other factors influencing this outcome. A table showing percent overfunded(ie >100%) for each category would be an interesting one.