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

In short, we can find many interesting conclusions, but a few key takeaways might be:

* the percent success rate of a campaign based on the goals outlined
* what campaigns had highest/lowest average donation amount
* the campaign success based on category and/or subcategory

# What are some limitations of this dataset?

There are several details we still don’t know – primarily we don’t know why certain campaigns performed better, let alone the rate of success. We also don’t know how the goal targets were calculated, and if they were all forecasted by the same standards? Were they randomly selected? And confirming this data set is clean vastly redefines the what the percent funded could mean. Also, could be interesting to see how the column “spotlight” played into the results, but without more information, I’m not sure how to deduce anything from this collected metric.

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

* Could be helpful to see the trend between percent funded vs the duration of any given campaign, with a filter by state.
* Would also like to see the date pivot table to be plotted by category, filtered by “state”. This could give better insight over time on how each category performs.
* I’m also curious to see how these campaigns performed based on country location and finding any opportunities with this data. So rather than filtering by country as we have available in the category and subcategory pivots, being able to see them side-by-side.