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

1. Campaigns based on the theatre seemed to be the most prevalent, making up 1,393 of the 4,114 total projects (34%), while campaigns based on ‘music’ were most successful (77%). (campaigns based on ‘food’ were the least successful; likely indicating the difficulty of crowdfunding a project that can’t or won’t be consumed widely)
2. The smaller the Kickstarter goal, the more likelihood of campaign success. Campaigns with a goal of less than $5,000 had an overall success rate of 67%, while those campaigns with a goal of $5,000 or more were successful just 42% of the time.
3. The month of December has the least amount of campaigns, as well as the lowest rate of success- just 43% of campaigns are successful in December, the lowest of any month in the year. This is likely due to a decreased amount of disposable income available to potential donors around the holidays.

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

The dataset would seem to represent a rather small percentage of the total number of Kickstarter campaigns (4,114 campaigns out of over 300,000) making it difficult to generalize our results to all Kickstarter campaigns. Also, while we can see which projects succeeded and failed, we’re limited in the amount of data we have on the ‘why’? Generally, the higher the campaign goal the less chance of success, but what distinguishes success or failure of a project when the goal and category or sub-category is relatively similar? Finally, there are no metrics available on campaign advertising or marketing.

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

* A bar graph showing Average donation and category/sub-category
* A pivot table showing campaign outcome and country; where are campaigns most successful?
* A bar graph showing staff pick and campaign outcome. Does a staff pick result in a higher campaign success rate?