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

*State Count by Category*

* Journalism is canceled
* Theater, Music, Film/Video are the most popular categories
* Film/Video and Theater both seem to have similar percentages of success/failure/cancelation

*State Count by Sub-Category*

* Plays are the most popular
* People just do not want to help Jazz
* There are quite a few sub-category’s that have 100% failure or cancel rate

*State Count by Date Created*

* May has a high success rate
* December has the lowest success rate
* Highest Failed rate is January
* Canceled rate stays consistent

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

*Whole Data Set*

* What is spotlight?
* We don’t have information about who is involved with campaigns?
* Do the people running campaigns have necessary qualifications?
* What is their history of success and failure?
* The only financial information we have is their goal no budget information available.
* Success is only measured by if their goal was met or exceeded by pledges. How does this inform if their project achieved success?
* Does the length of campaign inform success or failure?

*State Count by Category*

* What sub sections of a category are more successful than others and how it informs the success of the whole category
* There is no way to track trends based on the data presented

*State Count by Sub-Category*

* Only sub-categories are represented. Hard to put into context how subcategories are informing categories

*State Count by Date Created*

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

* A Pivot table that contained both category and sub-category, so that you could see how the subcategory informed the success or failure of the category
* Staff Pick vs. Not Pick
* How does “spotlight” inform data
* how duration of campaign informs success or failure