Craig Matherson  
August 30, 2020

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*
   * With an overall success rate of 53%, the categories with the most successful outcomes are Music and Theater.
   * Reviewing the information by sub-category we can see several Kickstarter projects that had a 100% success rate. Of the 2 most successful categories (Music and Theater), the sub-category “Play” was by far the most popular type of project used for fundraising. The sub-category “Rock” was the second most popular type with the added benefit of having a 100% success rate.
   * More campaigns were launched during the periods of May, June and July. Of these three months May had the best success rate. This may have been due to more favorable weather. However, this would be inferred since weather was not included in the data set. The fewest campaigns occurred in December, which was also the period with the lowest success rate (i.e. fund raisers were most likely competing against Christmas or were not as engaged due to the holidays or poor weather, again this is an inference).
2. *What are some limitations of this dataset?*
   * The dataset does not have geographic or demographic information. It does not have marital status, age, gender or income information. It does not provide information that could help determine why some campaigns were successful and others were not (i.e. a satisfaction scale).
3. *What are some other possible tables and/or graphs that we could create?*
   * We could graph Donations, Backers, Goals and Pledged amounts to determine which characteristic resulted in the best outcomes or the highest dollar amounts. Dollar amounts would have to be converted to a single currency for comparison. We could also add a table that summarized data by country.