1. **Giving the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. Even when theater category had the greatest number of successful campaigns due to its greatest number of total campaigns, considering the total number of campaigns per category, the greatest successful rate was from music category with 17 percentual points above theater category.
3. Within music category, rock is the subcategory with 100% rate of successful campaigns and represents almost 40% of the total music campaigns.
4. It is notable that of all creation years, the campaigns created on May were the most successful ones and they decrease through the following months, December was the month with the least successful campaigns. Despite the fact that was the month with lowest campaigns received, indeed it is the one with the lowest rate of success.
5. **What are some limitations of this dataset?**

* More than 70% of the campaigns are from US country, which means that the results of the analysis might be only valid for the understanding of the campaigns’ behavior in this particular country.
* There is little information for more than the half of the year’s data, which could cause that we miss some important behavior about the campaigns and only understand the behavior of the years with the greatest data.
* It would be helpful to know why there were selected these 4,000 projects and not others. Is this dataset representative of the entire population?

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

* It could be helpful to have the charts of the tables analysis states per category and sub-categories in percentages, in order to understand better the distribution of the campaigns.
* Add a graph of campaigns’ states through time to have a better visualization of their behavior. For example, what happened in July 2014 that caused the high failed campaigns?



* A table with the count of states by countries to understand where the campaigns were.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Years | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of state** | **States** |  |  |  |  |
| **Country** | **successful** | **live** | **failed** | **canceled** | **Grand Total** |
| AT | 3 | 1 | 2 |  | 6 |
| AU | 19 |  | 41 | 14 | 74 |
| BE | 1 |  | 1 |  | 2 |
| CA | 64 | 1 | 64 | 17 | 146 |
| CH | 1 |  | 2 | 3 | 6 |
| DE | 23 |  | 27 | 3 | 53 |
| DK | 4 |  | 6 | 4 | 14 |
| ES | 11 |  | 9 | 1 | 21 |
| FR | 10 | 2 | 10 | 5 | 27 |
| GB | 366 | 8 | 205 | 25 | 604 |
| HK |  |  | 2 | 1 | 3 |
| IE | 8 | 1 | 4 | 2 | 15 |
| IT | 7 |  | 19 | 3 | 29 |
| LU | 2 |  |  |  | 2 |
| MX |  | 3 | 8 | 1 | 12 |
| NL | 2 | 1 | 14 | 4 | 21 |
| NO | 2 |  | 5 |  | 7 |
| NZ | 3 |  | 5 | 4 | 12 |
| SE | 7 |  | 9 | 5 | 21 |
| SG | 1 |  |  |  | 1 |
| US | 1,651 | 33 | 1,097 | 257 | 3,038 |
| **Grand Total** | **2,185** | **50** | **1,530** | **349** | **4,114** |

* Music low goal per successful campaign might explain why it is the campaign with the greatest successful rate.

