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

1. Projects related to theater, music and film video are more likely to succeed than other categories. This could mean that these genres are more popular in the public eye compared to other genres that may require a more specific category of audience. For instance, the theater, music, and film & video had the highest percentage of success rates of 61%, 79% and 58% respectively, while we can see categories like journalism with 0% or the food category with 18% success rate.
2. We can see that most projects do succeed as we can see that 2,185 projects became successful which represents for 53.76% of the total finished projects.
3. We see that projects are marked successful, failed, or canceled throughout the months but over the years since the database was created in 2009, we don’t see a significant trend in whether different times of the year affects whether a project will succeed or fail

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

1. We cannot see the demographics of the backers. This can be the age, income levels, gender or occupation. People who are enthusiastic about a specific category may be financially well off or simply have a higher willingness to pay for certain categories. For instance, superhero movies are generally popular in the public eye and will be able to attract a wider range of potential backers.

We also might find that Kickstarter users consist of mostly males or mostly females who have a more specific interest in a category. This could make the specific category to receive more funding simply because the genre is better perceived by a particular gender.

1. We cannot see the quality of the projects that were presented by the starters. Moreover, we cannot see the different stages of the backing process that derailed the backers’ backing decision. For example, the title of the project may not be “eye-catching” enough that backers browsing through simply scrolled through the project. In addition, a backer who ends up looking into the project, may be turned off by the blurb for the project if not sufficiently descriptive.
2. Like the second point, the projects posted may not have a strong “call-to-action” phrase in the project campaign to provoke a response from viewers. A Kickstarter project creator could be knowledgeable in this technique that allows for the creator to receive a higher response rate than other categories. For example, a creator who has worked in the film & video industry may be better equipped to create eye catching promotions while someone from the journalism category may lack this knowledge. In other words, the skillsets of the creators are not considered in this dataset.

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

We could also create a Pie Chart to measure the percentage of the state of the projects (ie. % of successful projects). This way, we can clearly see the end results of the projects compared among the states, for instance, 53.11% of the total projects were successful and a pie chart allows us to easily identify that most projects do end up meeting the goal

We could create a Bar Graph that shows how many projects are created for each months and determine whether seasonality contributes to the success rate of a project.