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

1. There are more projects for category: “Theater”. This may mean that “Theater” is a popular theme on kickstarter.
2. Within category: “Theater”, sub-category: “Plays” is the most popular and the highest number of successful projects on kickstarter.
3. According to our regression analysis there appears to be a statistical strong positive relationship

between “backers count” and “pledged” $s. More backers attract more pledged $s

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

1. A successful project according to this dataset may not necessarily be a profitable one or a long-term sustainable business.
2. A “canceled” or “failed” project on kickstarter may be successful on another crowd funding platform.
3. The criteria of launching a project on kickstarter is not known to give more meaning to the data.
4. There are other sources of funding within the universe of investment/project funding. Also, there are other platforms or sources of crowd funding. Kickstarter may not be representative of all crowd funding data. Kickstarter is not representative of ALL project investment alternatives.
5. The dataset does not represent any qualitative factors like preferences, customer reviews, management team.
6. Kickstarter may not be available or reach every interested investor out there.

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

1. We could do a regression analysis to see if there exists a relationship between the success of a project and the number of backers over time
2. Pivot table for the count of “successful”, “canceled” and “failed” projects based on the length between launched\_at and deadline. We can see if there is a relationship between “successful” projects if the deadlines are longer.
3. Redo pivot table on “pledged” $s. “count of state”. This will show us actual interest of investor $s.
4. We could do a regression analysis to see if there exists a relationship between “goal” $s and “pledged” $s.