Conclusions:

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Plays have a high success rate in large English speaking countries. This holds for CA (22/30), GB (238/314) and the US (412/671). There is not much data from smaller countries or even large non-English speaking countries, indicating that the success is at the intersection of English language and large markets.
3. The next most successful area for Kickstarter campaigns is documentary films. Peculiarly, this subcategory has only successes.
4. The US is the most dominant country for overall activity, with GB and CA distant second and third respectively. Since these are all English speaking countries, it implies that Kickstarter campaigns are centered in the English speaking world.
5. Prior to 2014, the overall odds of a Kickstarter funding campaign succeeding were better than even. Starting in 2014, that is no longer the case and one must select the category carefully. Most likely, the novelty attracted people initially, but after 2014 the theory of normal profits kicked in, and now the transient novelty effect is over. We are in a more efficient steady state.
6. Kickstarter campaigns ending in December are the least successful.
7. **What are some of the limitations of this dataset?**

The dataset did not include country population size and national language, which would have been useful to draw the conclusion about the intersection of English-language/population-size/plays as the most important characteristics for success. I had to bring in external knowledge about population size and national language (I hope that is allowed).

Some subcategories have only successes (documentaries), in spite of a large number of projects (180). While possible, it is unlikely to be the case in real life, so I would have some doubts about the accuracy of the data.

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

Same pivot table and graph as in sheet 3, but swapping sub-category to become the second filter layer and country becoming an axis. This reveals immediately the countries with the most successful campaigns and allows filtering to drill down into categories/sub-categories.

It seems to me that a simple color coded bar graph is superior to the stacked column graph in this assignment because we are not looking for the largest success clusters, not the funding attempt clusters, and the stacked column graph makes it more difficult to spot them. A simple color coded bar graph is easier to read, provided that there are not too many series.