**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. The likelihood of getting enough backers to successfully crowdfund a project can be determined by the subcategory of choice. Every parent category consisted of subcategories where either all projects succeeded or failed budget expectations. The only exception to this rule was the theater category. For example, film & video projects filtered into documentary, shorts, and television subcategories all succeeded budget expectations. However animation, drama, and science fiction all failed expectations despite the film & video parent category having a favorable 58% success rate.

1. The second conclusion I have is that Kickstarter projects that fell into the theater category showed volatile results in success rate. While successful play campaigns succeeded unsuccessful play campaigns at a near 2:1 ratio, musicals and spaces saw an even split in the success rate.
2. Kickstarter campaigns were most successful between 2011-2013, while the last four years of data (2014-2017) show that campaigns of all categories are succeeding as much as failing. This can be indicated by looking at the line graph on module 3. Perhaps the high number of successful Kickstarter campaigns in the early years encouraged more submissions from project creators without carefully thinking each project through.

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

1. First, this dataset does not give demographic information on the backers or project creators. It would be interesting to see statistics on the age range of each backer or on the career background of the project creators. This would give us a better idea as to which demographic of people a project should be marketed to.
2. Next there are now about 4 times more submissions per year than there were from 2009-2013. Particularly there was a spike of 274 submissions in 2013 to 976 submissions in 2014. This could indicate that a much larger sample size showed that project campaigns succeed as much as fail, but since Kickstarter was in its infancy years from 2009-2013, the dataset from that time might be hard to rely on.
3. This dataset includes different currencies which are stronger in value than others. It would be extremely hard to show the goal and pledged values of every currency in relation to one another on the spreadsheet. Thus it is hard to tell which projects were more costly than others.

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

1. We could make a scatterplot of the percent funded on the x axis and the goal amount on the y axis. This would help explain correlation between a goal amount and success rate.
2. A table that could count and record the duration in days between the date launched and deadline would be helpful. Then add in the goal and pledged amounts to the table. We’d have a better understanding of how much money on average backers were funding along with the average time to back the project.
3. Also, a win/loss sparkline involving the goal and pledged amounts would be interesting. This would show how much a goal amount overperformed or underperformed in funding.