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

* Among categories of Kickstarter campaigns “Theater”, “Music”, and “Film & Video” stand out with the most chances of successfully meeting initial goals with over 50% success rate.
* Considering the seasonality aspect of backer response, kick-off periods from February to May in the year, yielded over 60% success in meeting funding goals.
* Projects with under $10,000 in initial goal had more than 50% chance of succeeding, with a negative correlation between initial goal and chance of success

# What are some of the limitations of this dataset?

* There are factors affecting the success of a project such as the avenues a creator used to promote the project, which is not provided in the dataset
* Categorization and Sub-Categorization of a project may narrow or broaden the scope of a project beyond reason
* “Name” and “Blurb” may not be enough for a backer to make a sponsoring decision

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

* Kickstarter’s own promotion programs like “Staff-Pick” could affect the success of a project. Applying this filter in our analysis would be helpful for decision-making
* Analyzing the fundraising span time may have an impact on success
* Numeric variables such as “Percent Funded” may be useful indicators where the initial funding goal was a reasonably high amount
* Defining new metrics (such as a modified “Percent Funded” normalized by initial goal) on the success of a campaign and plotting by categories
* Boxplots of Goals vs Success would indicate skewness within those groups
* Average donation vs backer count might help measure the popularity and seriousness of backers