1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater campaigns make for the most frequent type of campaign. At first glance it appears that these campaigns are more likely to fail than other campaign types. However, in context with the total amount of theater campaigns and after reviewing the rate of failure among other categories, the failure rate of theater campaigns is on par with the total average failure rate for all campaigns (36% for technology and 37% for all campaigns.)
   2. There are a greater number of campaigns created in May that were ultimately successful when compared to campaigns created in any other month. The data also shows that there are fewer successful campaigns for campaigns created in the months of December and there are greater rate of failure for campaigns created in this month as well. One may conclude that the month of December is not an ideal month to create Kickstarter campaigns.
   3. The percentage of cancelled campaigns is strongly tied to the increasing fund goal as we see an increasing percentage of projects set as canceled as we move towards greater fund goal categories. Conversely, the percentage of successful campaigns generally decreases as we move toward greater fund goals (excluding a slight increase regarding fund goals between 30,000 and 44,999.
2. What are some of the limitations of this dataset?

This dataset does not take into account:

* 1. outside economic factors which may attribute to the successful completion of a crowdfunding campaign
  2. cancellation or failure reasons which may influence whether a campaign was cancelled or failed due to low performance, reasons within the organizing company or any other reasons beyond data that exists in the data set
  3. locale of the campaigns. Despite Kickstarter being a digital platform, the cities in which the campaigns were started may indicate greater influence from word of mouth or networking opportunities that can drive traffic to a crowdfunding campaign.

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

Additional graphs include a comparison of:

* 1. staff picked campaigns and outcome state to compare whether there is a relationship between Kickstarter “promoted” campaigns and likelihood of success
  2. time given between date created and date closed vs state to compare what relationship exists between an open period for a campaign and its final outcome
  3. number of backers vs category/subcategories to determine whether certain categories or subcategories tend to gain greater number of contributors for a given campaign
  4. average contribution per backer per category to determine whether any one category is more likely to be supported by few backers with greater contributions or vis versa

Figure 1: Category vs State (Count)

Figure 2: Sub-Category vs State (Count)

Figure 3: Date Created (Month) vs State (Count)

Figure 4: State vs. Goal (%)