1-Given the provided data, what are 3 conclusions we can draw about Kickstarter Campaigns?

* Based on the data we analyzed: Kickstarter projects are 53.8% more likely to be successful than to fail or get canceled. The percentage of failure is around 37.6% and cancelation is 8.6%. Kickstarter in Music (82%), theatre (63%), Film and video ( 63%) have higher success rates than Food(20%) and games (36%).
* The projects from 2009-2017, we can see that starting May to July is a busy season, we have over 350 project/month and the majority is successful.
* In the Second Pivot chart (Sub category Pivot table) we can see that “Plays” sub category have the biggest value compared to other subcategories. We also have subcategories projects that were 100% failure like drama, faith and videogames..etc.

2- Limitations:

* The data set provided isn’t large and wide enough for all categories and sub categories, so this impacts the results as some of them aren’t statistically relevant given the small sample size.
* We can analyze another set from different crowdsourcing companies to be able to have significant conclusions.
* We are assuming that the data set is complete, however, a quick cross reference to the Kickstarter website reflects that categories such as crafts, dance, etc. are not included in this population.

3-Considerations:

* We should be having more information about the “Successful projects” so that we know what is successful on the long run and what isn’t.
* Maybe we can also analyze the data based on the date created and date ended. There might be insights on the duration of successful and failed projects
* Success categories by country
* Number of campaigns by country