**1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. Though the success rates of the parent categories are mixed, the success rates of most subcategories (32 out of 41) are either 100% successful or 0% successful (aka failed). This tells us that backers strongly favor certain subcategories and may not necessarily be affected as much by the details of the campaigns.
2. Music is the second most popular category on Kickstarter and has the highest success rate at ~77% (540 out of 700). Six out of nine subcategories/genres of music were (~88% to 100%) successful including rock, indie rock, classical, electronic, pop, and metal. Kickstarter could reach out more to these audiences, both backers and campaign starters, by placing ads on Spotify, music videos, at concert venues, music festivals, etc.
3. Looking at outcomes by goal, as the goal amount increases success rates go down. Around $20,000 failure rates surpass success rates, so campaign starters might consider how to limit their ask to $20,000 or less. Between $20,000 and $45,000, success and failure rates are somewhat close. However, success rates for goals over $45,000 decline rapidly. For a greater chance at success, campaign starters could break their projects down into parts/phases that are either $20,000 or less or $45,000 or less.

**2. What are some limitations of this dataset?**

* The categories are limited to only nine without an “other” category. They do not include things like science, education, public service, etc. Is this because there simply were no other campaigns or is there a problem in the format of the app that excludes “other” categories?
* The dataset doesn’t show individual donation amounts and their timestamps. It only has the average donations per campaign, which potentially could be skewed by one or a few large donations (e.g., family members). Also, if timestamps of individual donations were included, ad campaigns and social media could be scheduled around times when most people donate.

**3. What are some other possible tables and/or graphs that we could create?**

* We could create a table and line graph analyzing Average Donation (counted by range, i.e., $1 to $49, $50 to $99, etc.) in relation to Category. This could reveal the range of donation amounts people seem comfortable with, in general and per category. With this information, campaign starters could create rewards for backers with “prices” that are close to the most common donation amounts. It could also reveal which categories draw the most backers and have higher average donation amounts.
* There are two factors that could affect campaigns in a number of ways: Staff Pick (column K) and Spotlight (column M). To see if they are likely to affect a campaign, we could create a table with Average Donation, for example, as the rows (counted by range, i.e., $1 to $49, $50 to $99, etc.) and compare Spotlight True and Spotlight False as the columns. With a bar chart, you could view if Spotlight True tended to have more backers in the higher ranges than Spotlight False. If so, this would mean that having a campaign featured in a spotlight positively affects its results. The same type of table and bar chart could be created for Percent Funded as the rows; or Backers Count as the rows; or Staff Pick instead of Spotlight.