**Kickstarter Analysis**

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Question 1:

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

* Theatre is the most successful category of Kickstarter campaigns, with a total of 839 campaigns succeeding over 493 failed. This compares to 540 to 120 music campaigns and 300 to 180 film & video campaigns. The widest margin of success to failure is in the music category.
* Within the theatre category, plays rank highest in sub-category success. Within the music category, rock ranks highest in sub-category success. Within the film & video category, documentaries rank highest in sub-category success.
* The most successful campaigns end in May.

Question 2:

What are some of the limitations of this dataset?

* This dataset does not include information about the origin or source of backers, e.g. their city/province/state, demographics information etc.
* The dataset does not include or correlate to any additional information about the marketing strategies of the most successful campaigns, e.g. whether promotional videos and other media were included in their campaign concept and strategy.
* The dataset cannot explicitly indicate or reveal how to generate a successful campaign; rather, it can only indicate a limited set of trends in the marketplace.

Question 3:

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

* A comparison of successful campaigns within categories between Canada & U.S.
* Ratio of winning to loosing campaigns.
* Variation in success/failure over categories over time.
* Correlation study between average donation and category/subcategory.
* A keyword analysis would lend insight into the popular topics amongst funders.