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

The parent categories do not have many drastic trends However, music for example, which has an overall high success rate, has distinct differences in the success rate of different genres. Rock, indie rock, classical pop, and electronic music have a high success rate, whereas world, faith, and jazz music do not. Furthermore, table top games, television, shorts, radio/podcasts, hardware, and documentaries have mostly been successful and animation, children’s books, drama, fiction, food trucks, translations, videogames, web, mobile games, and gadgets largely are not.

Different countries have varying markets. For example, in Canada food trucks are successful and documentaries are not whereas in the US the opposite is true.

As the goal increases, the chance of failing also increases.

**What are some of the limitations of this dataset?**

The monetary values are not consistent. Some goals and pledges are in USD, some in Euros, etc.

Many of the sub-categories have too small of a sample size to determine the success rate with confidence.

Some of the data sets in specific countries are too small to generalize trends. The information is most useful for campaigns in the United States, where most of the data is coming from.

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

We could create a table that converts all the financial data into one currency based on the exchange rate when it was launched.

A table containing the difference in time between the deadline and the launch date would be useful and a corresponding graph comparing that value against the number of successful, failed, and cancelled projects.

A graph could also be created to see if there is a correlation between success and staff pick.

We could compare goals to categories and average donation to categories through graphs.

We could also compare the date launched to percentage successful instead of count on a graph.