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

1. **Theatrical productions comprised the largest number of projects in the data set**, making up a third of the 4,144 total submissions. Most of these theatrical productions were plays: 1,066 of the 1,393 projects in the Theater category were plays. The vast majority of these plays were based in the US and UK.
2. **Projects classified under the Hardware category grossed the most money pledged**, collecting $23.4 million over the sample period, making up roughly 51% of the money pledged for all projects in the data set
3. In general, **projects that set lower targets had a higher chance of success**. 70% of projects asking for less than $1,000 were successful, while ~30% of projects asking for more than $50,000 were successful. Cancellation rates also increased along with the goal amount for each project.



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

It does not indicate if there was a “skew” across the amounts of money pledged by donors. For example – we cannot tell if any “whale” donors comprised a very large share of total donations for certain projects. This could be quickly summarized in a field that indicates how much of the total goal the top donor (or to 5, etc. donors) pledged.

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

* Scatter plot of submissions vs. % success rate
* It does not explore if a project has a higher chance of success if it is a staff pick or included in the “spotlight” category
* Look at success rates across countries