Gabriel Macey

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

These Kickstarter campaigns had the most commits to the theatre department, specifically the play section. Therefore, I would conclude that most people hold interest in those types of campaigns.

We also see that most of the ‘canceled’ campaigns are technology campaigns. We can conclude that while technology boasts the third highest campaign count, it only has a success rate of ~35%.

Journalism had all 24 of their campaigns canceled while photography and games had none of theirs.

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

Some limitations of the dataset given is the reasoning behind the status of the campaigns. Why did certain campaigns thrive while others barely had any success? Is the lack of success because of the lack of interest of their backers, the amount of exposure the campaigns gave themselves, or a misplacement of money? With data like this we can see the outcomes, but it is very hard to see the reasons why things didn’t work out how they planned. It is also very hard to see any ‘bad publicity’ or failed marketing tactics with raw data. As a data scientist, we need to look at all of the data and try to draw conclusions about that data specifically but not rule out any possible “outside impacts” on our data.

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

Other possible tables and graphs we could make would be pie charts showing the distribution of each individual category or state of the campaign. Multiple graphs would be needed in order to display what each individual campaign group results were. We also could gather more data surrounding the campaigns such as economy during campaign run time, reasons why failings and cancelations occurred, or even how much money a campaign was initially given in order to spark the flow of more backers and success.