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

Kickstarter is a good place for new entertainment ventures, as the bulk of successful projects fall in the Theater, Film/TV, and Music categories.

Documentaries and Rock-related projects are likelier than others to succeed, having not only large amounts of projects, but 100% successful results.

Spring/Early Summer is the better time to start an Entertainment project, as the number of successful projects rise while the number of cancelled or failed projects remains relatively stable.

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

The overwhelming majority of projects are from United States, so any insights gained are not as helpful outside the US. We would want to either focus the question down to just within the US and remove other countries, or grow the data set so other countries have more representation.

Many sub-categories have under 100 projects to compare. For sub-categories to be an effective measuring tool, we would want to either combine certain sub-categories, limiting the number of unique categories, or grow the data set.

The data we’re choosing to look at may not be the most important things about a project. I would definitely want to look at rewards structure, for example, such as number of tiers, price for each tier, and number of redeemers at each tier could give us an idea of what rewards attract the most backers.

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

We could compare the effectiveness of being a Staff Pick or Spotlighted, as well as see if any particular type of project is more likely to receive either.

We could look at number of backer and average donations to see which types of projects are drawing the most people vs which draw people who spend the most.

We could use a scatterplot to compare projects by their “goal amount” and “percent funded” and see if the budget affects success rate.