1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * What can be observed from the charts created and the pivot tables information, is that 50,8% of all the Kickstarter campaigns are within the music and theater category, at the other end of the scale, journalism makes up for less than 1% of all the Kickstarter campaigns. Of the music and theater category the sub-categories with most successful campaigns, are rock and plays respectively. As for the journalism, there’s not a single successful campaign, all of them were canceled. The campaigns created in the United States makes up roughly for 75% of all the campaigns analyzed.
   * The date of creation for most of the successful campaigns seems to be more likely to happen by the first half of the year. It seems also that December is the month that historically had the least number of campaigns created on Kickstarter, and the success rate of the campaigns created in this month is also the lowest. As a general overlook, excluding the possible existence of other variables as factor of success, the probability of a campaign being successful is of 50%, and could be enhanced, If the campaigns were to be started by May or June and should belong to the Theater category, more specifically, a new play.
   * In the Bonus graph and table created, it’s interesting to analyze that the successful rate seems to reduce as the monetary goal established rises. The same reverse pattern can be observed for the Failure rate, is lower when the goal values are low and higher when the goal values are high. Maybe because It’s more likely that backers are more cautious when the goal is higher.
2. What are some limitations of this dataset?

It doesn’t enlighten us as for the qualifications of the data provided. For example, what are the main reason for success and failure of a Kickstarter campaign. I am sure that the date of creation and the category alone can justify If a campaign is successful or not. Another qualification data that could be added is the reason a backer supports a campaign or not, and what are the variables that makes each of them spend less or more money individually. Such information would allow a better understanding of the “whys” of the present dataset, making It more reliable when taking conclusions about it, and from a business point of view, a better tool for decision making process. Explaining the labels of variables like “spotlight” and “staff\_pick” could also lead to interesting and meaningfull analysis.

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

-Create a new column that calculates the time difference, in days, between the creation an deadline of campaign. And them create tables/graphs comparing this difference to: State; Backers\_count; Average Donation;

- goal and subcategory: with category and/or State filters

-“spotlight” and “state”

-“backers\_count”/”average donation” and subcategory; category filters and/or State filters