

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

1. The most successful campaigns are created during the second quarter, followed by the first quarter.
2. The campaigns that began in the fourth quarter has a higher failure rate than campaigns that began in other quarters.
3. There are almost twice as many theater campaigns as any other category and theater has far fewer canceled campaigns (as a percentage) than any other category.

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

1. This dataset is based on Kickstarter campaigns, while there are many other similar sites (e.g., GoFundMe and Patreon) that may offer differing information. Therefore, the data may not be generalizable.
2. This data is from 2017 and people's attitudes toward funding campaigns may have changed in the intervening four years.
3. Adding genre information would be helpful to see if there is a relationship between the genre and the campaigns' success or failure.

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

1. We need to create a variable for the state by the category to determine percentage-wise how each category performed. Then, by running a PivotChart, we can determine the category that is the best investment for the donor.
2. We can look at the relationship between staff\_pick and the success or failure of a campaign by creating another variable that describes the state of each campaign as a percentage of the staff\_pick.
3. A table that examines the relationship between average\_donation and category would highlight possible disparities between categories.
4. Another area of interest is the relationship between country and average\_donation that we could use to predict where the most successful campaigns originate.
5. Does the blurb affect the success or failure of a campaign? Does a personal message (e.g., "please help me") have any effect? Does the length of the blurb have any effect?