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

Three conclusions that can be drawn from the Kickstarter campaigns are:

1. Of all the 4,114 campaigns from 2009 to 2017, just over half of them (53%) have been successful (i.e. reached their goal funding amount) and 37% of campaigns failed. The remaining 10% were either cancelled or are still live campaigns. It is important to note that not all cancelled campaigns were unsuccessful as there were five, out of 349, that reached their goal funding amount.
2. Over a third (33.8%) of all campaigns are for theater projects, specifically for plays. Theater campaigns are relatively successful with 60% of them hitting their goal amount. For the plays sub-category, 65% of campaigns are successful, while 33% of them have failed and the remaining 2% are live.
3. All 24 journalism campaigns have been cancelled, with 1 in Germany and the remaining in the US
4. 94% (3,874 out of 4,114) of all the available Kickstarter campaigns occurred in English speaking countries (i.e. AU, CA, GB, NZ, US).
5. **What are some limitations of this dataset?**

Potential limitations of this dataset include incomplete information/data. Since we were just provided this data, we have no idea if these is a set of all Kickstarter campaigns from 2009 to 2017 or if this is just a subset of campaigns. If this is a sample, there is potential bias present such as …

Another limitation is that we were not provided with definitions behind the column names and their entries. For instance, in the “state” column, there are four categories: successful, failed, canceled and live. Does a successful campaign mean that it was completed by its end date and that it achieved its goal amount?

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

Other possible tables that we could create include

* What would the campaign outcome be based on the length of time of the campaign, where length is the difference between Date Ended and Date Created?
* What would the campaign outcome be, given that the campaign was a staff pick (i.e. staff\_pick = TRUE)?
* What categories and sub-categories are more likely to be staff picks?
* What categories and sub-categories are most likely to be successful, given that they are a staff pick?
* Do staff picks occur for campaigns in all countries or just the US? Is there an even split or is it skewed?
* What is the average backing of a specific category and sub-category?
* What is the average backing of a specific category/sub-category, given the campaign’s outcome (i.e. successful, canceled, live, failed)?
* Of the live campaigns, which have already achieved their goal amount and which category/sub-category are they?
* Were any of the cancelled campaigns fully funded?