1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The most popular Kickstarter campaign category is theatre related. The most popular sub category within theatre is plays. Theatre related plays are funded successfully more than 50% of the time.
   2. The best time a Kickstarter campaign becomes funded would be in the months February, and May. The second-best time a Kickstarter campaign becomes funded would be October. The worst time for a Kickstarter campaign to be successfully funded would be in the month of December, June, and July.
   3. Music has the highest success rate in getting funded. It 100% likely that genres consisting of sub-categories: classical music, electronic music, metal, pop, and rock; will be funded. Sub-categories: jazz, faith, and world music are the worst genres to try to get funded due to being cancelled and failed 100% of the time. Based on this information, it can be assumed the current live jazz projects will either fail or be cancelled.
2. What are some of the limitations of this dataset?
   1. The dataset does not include factors such as demographics related to who funded a project. In marketing this could be beneficial so that advertising the campaign would be more cost efficient when deciding what demographic to advertise to.
   2. The data also does not show if the campaign was advertised outside of the spotlight on Kickstarter’s website. This could be significant to being funded.
   3. The data does not include how many people visited Kickstarter in the timeframe that the campaigns were currently live. Since Kickstarter is a platform where stakeholders can create projects, the websites overall popularity (visits, bounce rate, searches) could significantly impact the ability for a project funded.
   4. One factor is projects on Kickstarter have varying gifts based on how much is donated into the campaign. There are varying tiers of rewards and gifts that patrons could receive. The dataset does not show the rewards average monetary value based on tier which could be significant to a campaign becoming funded. One can assume that getting a T-shirt for a $20 donation is better than receiving a thank you email for the same $20 on another competing campaign.
3. What are some other possible tables/graphs that we could create?
   1. I would like to see a pivot table comparing state (Outcome) to whether the campaign was put into the “Spotlight”. This would show that being in the spotlight may be statistically significant to being funded. The same comparison could be made for “Staff Pick”.
   2. I would also like to see a pivot table that shows the start date of a campaign and the average length of the campaign to become successfully funded based on category and sub category. Currently the graph showing the years (Sheet “Part 4. Pivot\_Years”) only shows how many campaigns were successfully funded, cancelled, and failed during a period of time. Since campaigns can run at a variable length, I think it would be important to know the best month to launch a campaign and how long on average the funding expectation is. The stakeholder could then set daily, weekly, and monthly outside advertising goals and budgets. This could meet or exceed expectations of Kickstarter patrons, outside investors, and other stakeholders.