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

The overall conclusion is that the number of successful projects is higher than the failed ones.

1. The most successful category is theater, followed by music and film/video (n = 839, n = 540, n = 300 respectively). See outcome per category count bar graph.
2. The most successful sub-category is plays, followed by rock and documentary

(n= 694, n= 260, n =180 respectively). See outcome per sub-category count bar graph

1. The month of May is the month with the highest number of successful projects n= 233 versus December n = 111. However, Jan, June, July and October are the months with the highest failure counts (148 to 150 counts). See outcome by launch date line graph.

2. What are some of the limitations of this dataset?

This dataset does not give us information on what are the reasons for success or failure. Although the winning category is theater, there is no trend to be detected that can explain the reasons for project outcome.

A score or a description given by the backers explaining the reasons for failure and success could provide an extra layer of information to determine a trend and being able to project outcomes for future contestants.

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

Looking for a correlation between the backer count and the project outcome could provide an insight to success of projects. The higher the number of backers per project the higher the chance to meet the fund goals.

Creating a pivot table where the number of backers is plotted versus the outcome on a scatter plot could show any correlation. A trend line added to the plot could show us if there are any outliers and where the majority of the data points scatter or group. Ultimately this allows to draw a conclusion on projecting future projects.