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

* Roughly over half of Kickstarter campaigns are successful.
* The most popular and more successful industries are in entertainment, being theater, music, and film and video.
* There almost no interest in crowdfunding for journalism with so few campaigns and 100% cancellation rate.

1. What are some limitations of this dataset?

The data can be skewed by the some projects having very low goals which are easily reached. For example, B33, The Alan Katz Show only had a goal of $13.00 which was reached with only 1 backer thus was successful. Many projects that failed raised a lot more money but had much higher goals. The data also doesn’t show if a project received funding outside of Kickstarter.

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

One interesting table and graph is one showing Kickstarter projects by country.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sum of id** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| AUD | 28032 | 84362 |  | 37240 | 149634 |
| CAD | 27196 | 119055 | 1686 | 145378 | 293315 |
| CHF | 4743 | 3937 |  | 3656 | 12336 |
| DKK | 6788 | 13238 |  | 8836 | 28862 |
| EUR | 25863 | 143164 | 12986 | 128562 | 310575 |
| GBP | 46997 | 464860 | 22843 | 994088 | 1528788 |
| HKD | 120 | 3899 |  |  | 4019 |
| MXN | 1008 | 19668 | 8988 |  | 29664 |
| NOK |  | 9032 |  | 2049 | 11081 |
| NZD | 9223 | 10865 |  | 6305 | 26393 |
| SEK | 9069 | 15634 |  | 12848 | 37551 |
| SGD |  |  |  | 3360 | 3360 |
| USD | 410662 | 2232018 | 74366 | 3307817 | 6024863 |
| **Grand Total** | **569701** | **3119732** | **120869** | **4650139** | **8460441** |