**Report:**

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

Three conclusions that could be drawn from the data are as follows:

1. It is advisable to stay away from animation and journalism given that they had 100% failure and cancellation, respectively. For example, a project in journalism that was over 95% funded was cancelled.
2. It would be best to launch a project between April and Jun, preferably in May and avoid launching a project in November and December as the data shows that there is a sharp decline in success and increase in failure for projects that were launched in November and December.
3. Theater specifically sub category, plays, seems to be a great project for crowdfunding.
4. **What are some limitations of this dataset?**

Some limitations of the dataset are,

1. No information regarding the experience of the organization launching the project as that could be a factor that could encourage people to pledge or not.
2. Reason for cancellation in not in the data. That information could help us understand for instance why some fully funded projects why cancelled.
3. Our analysis was done with different currencies. It would be best to convert to the same currency before conversion.

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| 1. **What are some other possible tables and/or graphs that we could create?** 2. You could create a table or a graph to find out if there is a correlation on the duration of the campaign. Does the length of the campaign affect the outcome? |
| 1. Try to determine if there is a relationship between staff pick projects and the outcome of the project |
| 1. After conversion to the same currency, one could find out if desired amount (goal) has contribute to the outcome of the project. For example, are small projects more successful than others? |
| 1. Graph to see if there is a relationship between the spotlighted (spotlight is true) project and the outcome |
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