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

The three main conclusions that I would wrap up from this exercise are in terms of: (i) The preference of the backers; (ii) Success Ratio; and (iii) The average amount pledged.

Preference of the supporters:

From the first two stacked column pivot charts we can infer that the preference of the backers lies on these four main categories: (i) Theater; (ii) Music; (iii) Technology; and (iv) Film & Video. If we grouped these categories into a much broader class, we could notice that theater, music and film & video are tightly related to *entertainment and cultural events*.

When we give a deeper look at the sub-category, we can appreciate that undoubtedly the plays (theater) are the most preferred by the supporters, followed with a huge advantage by rock (music), wearables (technology), spaces (theater) and documentary (film & video).

Success ratio:

Regarding the success or hit ratio, we can appreciate that the overall ratio is 54%, where the categories with the highest ratios are in first place: (i) music (79% hit ratio); (ii) theater (61%); and (iii) film & video (58%); followed by photography (47%), game (36%), technology (35%) and publishing (34%) and in the last place food (18%) and journalism (0%).

We continue to observe the tendency of the backers to prefer the categories of theater, music and film & video.

Again, if we dig deeper into the sub-categories, we can find that are sub-categories into the music category with a 100% success ratio, like classical music, electronic music, metal, pop and rock. As for the film & video category, we observe sub-categories with 100% success ratio like animation, documentary, shorts and television.

It is worth noting that none of the sub-categories from theater have a hit ratio of 100%, this means that the average of 61% is the result of a blended success ratio with a lower dispersion to the mean. On the other hand, the success ratio from the music and film & video categories could be affected by the sub-categories mentioned above that have a 100% hit ratio as we can also find sub-categories with 0% hit ratio.

The average amount pledged:

As we could intuitively conclude without any data analysis, the vast majority of the projects are launched with a goal lower than $10,000 USD (75%), leaving only the other 25% of projects with a larger amount of funding.

In this regard, the success ratio for this segment of <$10K funding is around 63%, greater than the 37% of success ratio for projects with a greater amount funding.

1. **What are some limitations of this data set?**

One of the main limitations of this exercise is that we are using merely descriptive statistics. One of the things that is lacking is an additional analysis like multivariate regressions or logistic regressions where the conclusions drawn have statistical significance.

Another limitation or flaw better said is the grouping or categorization of the projects. We can notice that the grouping was in some way discretionary and not using some type of discriminant analysis (with a statistical significance). This is evident when we dig deep into the sub-categories and realize that musical is a subcategory of theater but on the other hand is a parent category. Also the sub-categorization of the parent category music can be summarized a little more to come up with a better analysis.

Another flaw of the data is that the amounts populated into the table are in original currencies, this is USD, GBP, etc. We would need an exchange rate column to convert the data and ensure that we are comparing apples against apples.

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

An additional information that I think it can give us a good insight of the data is the life length of the projects. If we add an additional column where we obtain the difference in days between the Date Ended Conversion and the Date Created Conversion we would come up with the life span of the projects. If we obtain the average of this column we would appreciate that the average project life is 33.4 days, the minimum is 1.1 days and the maximum is 90 days. If we were to launch a project, this can give us a good insight whether the project is going to be successful or not, because if we are in day 60 and we haven’t reached our goal, probably we will not reach it.

Another valuable analysis would be the segmentation by country to see if there is a trend regarding the most preferable countries by the supporters. If we prepared a table that summarizes this view, we could see that 89% of the projects came from US (74%) and GB (15%).

**Conclusions**

To sum up, If we were to launch a crowd-funding project through this web-page, it would be a good idea to go for a project within the categories of theater, music or film & video, with a funding goal less than $10K USD, in the US or GB and to monitor the progress of the funding during the first 60 days – to preliminary conclude the success or failure of the funding.