Part 1: 3 Conclusions about Kick Starter campaigns given the provided data

1. **KickStarter campaigns have a much larger chance of success the lower the goal budget is**. This conclusion is based off of the excel tab chart labeled bonus. We can see from the chart that projects with a funding goal of less than 1000 have around a 70% success rate opposed to around a 20% success rate with funding goals over 50,000.
2. **Most KickStarter campaigns are under the category Theatre comprising over 30% of the launches**. This conclusion operates under the assumption that the data was collected randomly from the total 300,000. Results can be seen under excel tabs labeled Pivot Table 1 and Pivot Table 2. These charts are able to successfully organize the data into different categories and show the user the spread of the data. Both pivot tables and charts show a clear division between the category theatre compared to others. This can be seen again in Pivot Table 2 with the sub category Plays.
3. **KickStarter campaigns have a larger chance of success if launched earlier in the year.** This conclusion was based off of Pivot Table 3 in the submitted excel file. Although failed and canceled projects don’t seem to show a trend, there is a clear correlation shown between date created and successful projects.

Part 2: What are some of the limitations of this data set

I would say most of the limitations of this data set relate to a lack of information. My data analysis is only as good as the data given and I am not given any information about this data. I am told that there has been over 300,000 campaigns launched and am given this data set of 4000. As a data analyst, in order to make any sort of definitive conclusions, more information must be given for this sample. For example, I would need to know how this sample was taken, if it was taken at random, and where it came from. Only then can I know that the data set is unbiased and can confirm any trends/conclusions found. More specifically, I saw that that over 3000 of the 4000 campaigns came from the United States. This would be a great conclusion to make about this data set if I knew that the sample was taken randomly or if I had all 300,000 data points.

Part 3: What are some other tables/charts we could create

We could continue digging to discover any other significant correlations in the data set. One that I thought might be useful was the length of the project and number of backers. It might be interesting to see if there is any type of relationship between outcome, funds, backers, and length of the project. Finding trends in backer count might be able to add information about things like types of projects people are more willing to fund and general popularity. We could also check for trends between project length and funds/backers for any extra insight into conclusions I previously made in project timing between months of the year relating to project outcome.