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

Given the provided data, one conclusion that can be made is that the chance for a successful project is lowest around the end of year holidays (Seasonal parties, religious holidays, New Years, etc). December is the only month of the year where the number of failed projects outnumbers the number of successful projects. The time of year with the greatest rate of success for a kickstarter project was in May.

With the data, one can also conclude that if you want to make a game and get funding for it, make a table-top game. Table top games are the only subcategory of gaming that has successful outcomes in this data set, and at a 100% success rate. Both the remaining subcategories (mobile gaming and video gaming) have zero successful kickstarter campaigns based on this data set.

Looking at the food category, there is only a 17% success rate overall. But looking within the subcategories, the largest rate of failure is among kickstarters for restaurants and food trucks. Small batch kickstarters on the other hand, have an 85% success rate, with the remaining 15% being kickstarters that are still live. These small batch food kickstarters frequently mentioned a direct benefit to their backers in their blurb, usually through an online store or promise of being able to create their own small batch food at home. A logical conclusion therefore is that patrons want to actually watch how their money is used; restaurants and food trucks are not popular because the only way people are able to view what they helped create is if they are local to those businesses.

**What are some of the limitations of this dataset?**

Some limitations of this data set is that it ends in 2017, so we may not be able to analyze current trends going on for kickstarter projects.

There was also no exploration into how projects looking for funding engage with potential backers. Some projects offer many different tiers of rewards and offer updates for the project. There may be trends for success based on how many different reward tiers are offered to backers. There also could be correlations to the number of times that the project is updated to its success rate, or how often they communicate with those that consider pledging money.

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

One comparison that could be made is to compare funding goals within category/subcategories and the rate of project success based on the amount of money requested.

Another possible graph that could be created may demonstrate whether or not the duration of a kickstarter fundraiser may affect success rate. I might predict a bell curve effect, where there is a ‘sweet spot’ for the length of time for a fundraiser. For example, a fundraiser that lasts for a week might be too short to get enough notice to succeed. Alternatively, a project with too long of a deadline might not give potential backers any sense of urgency that they need to offer money to help see the project happen.