

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
 - a. There are more projects for category: "Theater". This may mean that "Theater" is a popular theme on kickstarter.
 - b. Within category: "Theater", sub-category: "Plays" is the most popular and has the highest number of successful projects on kickstarter
 - c. Kickstarter, being a crowd-funding platform, may be more popular for lower \$ projects (\$1000 to \$4999 range) than higher \$ or budget projects (greater than \$15000)
 - d. According to our regression analysis there appears to be a statistically strong positive relationship between "backers count" and "pledged" \$s. More backers attract more pledged \$s.
2. What are some of the limitations of this dataset?
 - a. There are other sources of funding within the universe of investment/project funding. Also, there are other platforms and/or sources of crowd funding. Kickstarter may not be representative of all crowd funding data. Kickstarter is not representative of ALL project investment alternatives.
 - b. A successful project (according to this dataset) may not necessarily be a profitable one or a long-term sustainable business.
 - c. A "canceled" or "failed" project on kickstarter may be successful on another crowd funding platform.
 - d. Kickstarter may not be available and/or reach every interested investor out there.
 - e. The dataset does not represent any qualitative factors like preferences, customer reviews, management team
 - f. The criteria of launching a project on kickstarter is not known to give more meaning to the data
3. What are some other possible tables/graphs that we could create?
 - a. Redo pivot table on "pledged" \$s vs. "count of State". This will show us actual interest of investor \$s.
 - b. Pivot table for the count of "successful", "cancelled" and "failed" projects based on the length between launched_at (i.e. date created) and deadline (i.e. date ended). We can see if there is a relationship between more "successful" projects if the deadlines are longer.
 - c. We could do a regression analysis to see if there exists a relationship between "goal" \$s and "pledged" \$s.
 - d. We could do a regression analysis to see if there exists a relationship between the success of a project and the number of backers over time.