1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. There are more projects for category: “Theater”. This may mean that “Theater” is a popular theme on kickstarter.
   2. Within category: “Theater”, sub-category: “Plays” is the most popular and has the highest number of successful projects on kickstarter
   3. 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)
   4. 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?
   1. 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.
   2. A successful project (according to this dataset) may not necessarily be a profitable one or a long-term sustainable business.
   3. A “canceled” or “failed” project on kickstarter may be successful on another crowd funding platform.
   4. Kickstarter may not be available and/or reach every interested investor out there.
   5. The dataset does not represent any qualitative factors like preferences, customer reviews, management team
   6. 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?
   1. Redo pivot table on “pledged” $s vs. “count of State”. This will show us actual interest of investor $s.
   2. 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.
   3. We could do a regression analysis to see if there exists a relationship between “goal” $s and “pledged” $s.
   4. 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.