**Chart 1**

**Chart 2**

**Chart 3**

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

A conclusion that we can make about the Kickstarter campaigns from the provided data (Chart 1) is that film & video, music, and theater Kickstarter campaigns have the highest success rate and they account more than half of the campaigns from this dataset.

From Chart 2, we can conclude that plays are a large part of kickstarter campaigns. It accounts for 1066 campaigns out the total 4114, meaning that it is accountable for a quarter of the campaigns.

Another conclusion we can make from this data (Chart 3) is that campaigns between February and April have a better success to failure ratio whereas July to October, the success to failure ratio is smaller.

What are some of the limitations of this dataset?

Some limitations of this dataset are that we don’t know if the Kickstarter campaigns are advertised equally to all types of industries. We can see that specific industries have higher outcomes and that could be what Kickstarter focuses that advertising campaigns on, therefore it would result in more campaigns in that industry.

Another limitation is that each campaign is not created equally. We have no way of measuring if each campaign has the same amount of preparation, contributions and workforce to succeed. A campaign can make a quick easy goal and can easily succeed but other campaigns that require more money would need a larger goal and can fall short. There are many variables that go into a successful campaign and we can’t account for all of those variables with this dataset.

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

Some other possible tables/graphs we can create would be comparing launch to deadline dates and comparing it with success rate. We can gain some insight on how success of a Kickstarter campaign can correlate to the length of a campaign.

We can also compare percentage of a campaign funded and compare it with categories. We can determine which type of campaigns are struggling the most to get funded and provide feedback to those specific industries.