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

**Thoughts:**

* The first pivot table (See tab: Category Stats) summarizes the status of the projects according to category. The data, filtered for all countries, indicate that a majority of projects have either succeeded or have failed—generally, there are twice as many projects that succeed compared to the number of projects that failed. Very few projects have been cancelled or are currently live. The most popular projects are centered on entertainment: theater and music. Theater and music also have double the success rate compared to the number of failures in their respective categories. Interestingly, technology, publishing, photography, journalism, games, and food categories have greater numbers of failures compared to the number of successes. Technology appears to have the highest failure/cancellation rate.
  + Projects in entertainment, specifically theater and music, are mostly successful. Anything other than projects in entertainment are more likely to fail. Projects in technology are most likely to fail or to be cancelled.
* The second pivot table (See tab: SubCat Stats) summarizes the status of the projects according to sub-category. The data can be filtered for countries and for the major category. Looking at the totality of data in this chart, plays (sub-category of theater), have five times the number of projects compared to all other sub-categories. There are twelve sub-categories that have only successes (no failures); the sub-category with the greatest number of only successes is that of rock (260). Filtering on the theater category, it is clear that a majority of successes (2X that of failures) are due to projects that are plays. Filtering on the technology category, a majority of the projects that were successful were due to projects in hardware. All other types of technology sub-categories are likely to fail or to be cancelled.
  + Of the projects in entertainment, plays are most likely to be funded and have a 60% success rate. Projects in music/rock have the greatest number of projects that have a 100% success rate. Of technology projects, hardware accounts for the successes in the category; all other sub-categories in technology are likely to fail or to be cancelled.
* The third pivot table (See tab: Date Stats) takes a peek at the same data as the second pivot table over twelve months. Without filtering for a specific year, it appears that projects achieving success is best in May. Failures and cancellations of projects occur in subsequent months, June and July, respectively. Overall, the number of projects, regardless of status, decreases drastically in the month of December.
  + While the number of projects that are successful are approximately twice as high as the number of failures/cancellations, the peak of successful projects is found in May. The worst month for funding, regardless of project status, is December.

**Conclusions:**

* Projects in entertainment, specifically theater and music, account for the majority of projects and have the highest success rates. Projects in technology are most likely to fail or to be cancelled.
* Of the projects in theater, plays are most likely to be funded and have a 60% success rate. Projects in music/rock have the greatest number of projects that have a 100% success rate. Of technology projects, hardware accounts for the successes in the category; all other sub-categories in technology are likely to fail or to be cancelled.
* The best time of the year to achieve successful funding is May. The worst month for funding is December, possibly due to the diversion of discretionary spending towards Christmas presents instead of to projects.

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

Given the data set and how the pivot tables were set up, there are a few limitations. These limitations include, but are not limited to:

* Determining if there is a correlation of the timing of the projects being proposed on the Kickstarter website. For example, if technology projects are being proposed in July or later, that may explain why so many of those type of projects are failed or cancelled since the best time for funding is in May. However, if they are being proposed in May, and these technology projects experience failure or cancellation, it could be due to being “bad ideas.”
* This dataset does not take into account the overall economy. For example, it may be interesting to determine if the downturn of funding is due to a recession or can be correlated to tax increases/tax breaks/etc.
* The way the data is presented, the status of the project is the start date. It does not assess how long the project was “open” for funding; it assumes that the projects were for the same amount of time. If projects are opened for less time, it may explain some of the failures/cancellations of projects. Conversely, if projects are opened for longer periods of time, it may explain the success rates of some of the more popular projects.
* There is little information of where the funding is coming from and where it is going to. For example, with the technology projects, is the money coming from SF and staying in SF? Or with projects funding plays, is the money coming from NY and going to more rural areas?

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

* I would like to see a chart where there is an overlay of success/fail/cancelled projects and when they are put on the Kickstarter website.
* Having a combo success/fail/cancelled projects with major economic markers that can include local tax increases, federal tax breaks, and stock market trends.
* It would be nice to see a chart to look for a correlation of successful projects and the amount of time the projects have been open for funding.
* It would be interesting to see if traditional funding sources (ie: grants, angel funding, etc) impacts project start dates and cancellation rates. Do those funding sources have dates in May, and are people using Kickstarter as a backup funding source?
* I would like to have more information of what states the majority of the funding is coming from and what state it goes to. Does that demographic information correlate to the types of projects that are being funded?