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

1. The most popular Kickstarter campaigns are in the parent categories of theater, music, technology, and film and video. Although variability exists by country, the countries with large representation (i.e. US, GB, CA) also follow this trend.
2. By far the most common sub-category is ‘plays’, which is part of the parent category of theater. This sub-category is represented four times as much as the next most common sub-category.
3. Trends of success, failure, and cancelation can be seen as the goal range increases. Kickstarter campaigns are most successful in the less than $1,000 goal range. This trend deceases as the goal range increases with the lowest percent of success appearing in the greater than $50,000 goal range. Failed campaigns tend to be more common as the goal range increases. Canceled campaigns remain somewhat constant across the goal range, but do trend up as the higher goal ranges are reached.

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

Outcome is not clearly defined. What is the difference between canceled and failed? Some campaigns have exceeded their fundraising goal but have been deemed canceled.

Depending on how you slice up the data, some information has very low numbers. Making broad statements about these categories may be misleading. For instance, we could make the statement ‘All Kickstarter campaigns for restaurants fail’. This is true based on our data, but we only have 20 restaurant campaigns to draw conclusions from.

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

* A line graph showing the breakdown of success/failure/cancelation by the number of breakers. Percent would be on the y-axis and number of backers would be on the x-axis. Three lines would represent success, failure, and cancellation.
* Another line graph showing the breakdown of success/failure/cancelation by the average donation. Percent would be on the y-axis and average donation would be on the x-axis. Three lines would represent success, failure, and cancellation.

\*exploration of the first two bullet points could help us understand if success comes from the sheer number of backers or rather donations of “higher quality” (i.e. big ones).

* A stacked bar chart showing the breakdown of success/failure/cancelation by whether or not the campaign was in the spotlight or not. The y-axis would be count and the x-axis would be spotlight (yes/no). The bar would have three different bands representing success, failure, and cancellation.