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

1. Some subcategories are more popular than others. For instance plays are the most popular kickstarter subcategory although 1/3 of plays fail. Meanwhile documentaries, hardware and rock are big winners they were sufficiently popular and all successful in every instance.
2. The platform is mainly utilized by English speaking nations with the USA accounting for 74% of all the Kick tarter projects.
3. People value their money. The higher the monetary goal the more prone project is to failing to reach that goal. There is one notable exception. The data suggest that here were a higher percentage of successful ventures between 35k and 45k than failing ventures. This is a “sweet spot “where you can raise the most money while still having a better chance of being successful than failing.

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

Sample size- can we really tell trend. For instance can we really say that subcategory metal or nature when we can only observe them appearing on our data only 20 times?

Information on each project. Not all plays or rock songs and documentaries are created equal. What if the Kickstarter documentary is an indie project of a famous filmmaker as opposed to a high school student? We do not know the quality of the project.

We also have a bias towards certain projects based on the population of Kickstarter.

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

We could have compared average donations to successful campaigns with a line graph.

Could have used a pie graph to visually show what percentages of the projects were successful, failed live or canceled. It could have been interesting to see a stacked column chart with percentages in them that shows what countries had the most kickstarter projects