**What are three conclusions we can draw about kickstarter campaigns?**

Theater has the highest success rate of all categories (excluded “live” due to small dataset) but also the highest failure rate. Technology has the highest cancellation rate.

Within theater, “plays” has the highest volume of successes

The amount of successful projects historically show a strong increase in may followed by a steep decline which lasts through september.

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

Currency is not standardized, or has no frame of reference - meaning the GBP is much stronger than the USD so the dollars themselves could be misleading if we were simply looking at total revenue (and not averages or percentages)

I’d like to have more geo info, like DMA or city or state/region and other demographics. Also competitive intel in the given category - what are the projects up against at that time from competitors who may be stronger, bigger, more nimble. What is the state of the economy at the time? Things like that!

The site has resources for project starters - I'd want to see how many of these actually used those resources

There isn’t any info regarding the ones who \*didn’t\* make the cut, and why they didn’t, (other than not meeting goal) and what those projects had in common (to the first point in the HW assignment)

It doesn't have a column to identify the “owner” of the project, we could see if there were trends per business or individual if we had that info

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

It’s not a table or graph but i’d want to look at % of total by category of the different states (successful, canceled, etc)

I’d look at “staff\_pick” to see what the success rate is of those goals/projects vs non staff picks

I’d also look at year trends (bar chart) with the “state” included to see if the projects have been more or less successful over each year e.g. Has each year had growth or decline in success rate

Could look at success rate by country (which country has the highest/lowest rate of success bar chart), and then by year (similar to above but by country, trendline)