1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

-Most of the live projects didn’t receive the funding they needed, in fact more than half didn’t even reach 50% of their funding goals. Reaching those funding goals are no real indication as to weather the project is going to launch or not.

-There were certainly some categories that produced the highest success rate versus some that are less likely to get off the ground. There are only three categories with live projects; music, theater and food. Journalism had a 100% canceled/failed rate while food had an 80% canceled/failed rate. Food is an interesting category because it’s one of the three categories with live projects. Once you go into the sub categories there is a clear trend among small batch projects reaching funding goals while food truck projects seem to have a harder time receiving funding. Generally speaking, food is a good category to peruse so long as you avoid food trucks which seem to be a big risk in Kickstarter campaigns.

- All the live projects were in the span of a three-month period; January, February, and March. This is possibly due to people setting goals around the start of the year. I don’t think we have enough context surrounding the campaigns to know if this is a better time to pursue a Kickstarter.

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

It is unclear what constitutes moving from one “state” to another. Some are fairly obvious such as “canceled” but I wondered what it means for the project to go live. The projects span such different categories I’m sure that they used different measures of “going live”.

The percent to goal field has limitations in regards to “states”. Some of the projects had very small goals as low as $1 so it would have been extremely easy to reach the “successful” state and be one of the highest percent to goal projects. Comparing projects like that to a project that had a much higher goal and 50% funding is difficult.

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

I am unsure what the “spotlight” field is exactly but it seems it would be some sort of extra attention or advertising given to certain projects. It would be interesting to measure how much it impacted fundraising and weather projects went live if they had that spotlight.

Another chart that could be useful is see how fundraising and project success changed over time for categories. Perhaps certain years some categories or ideas were more popular than other years. You could look at that longitudinal data and see whether certain categories have been trending upwards for months or years to see if it is a popular enough to pursue.