1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Over the years, more than a half of the projects initiated on Kickstarter were successful and fully funded - from 4114 overall submitted projects, 2185 (53.1%) were successful.
3. 71% and 66% of the **successful** projects had goal ranges ‘less than 1000’ and ‘1000 to 4999’ respectfully, while 58% of the **failed** projects had a goal of ‘greater than or equal to 50000’. This trend shows us that setting up a higher goal might decrease a project’s chance to be fully funded.
4. The data show that 25.9% from the total of 4114 submitted projects since 2009 are the ones that fall into the sub-category ‘play’ (1066 projects) which makes this sub-category and category ‘theater’ (1393 submitted projects) it belongs to **the most popular** ones.

**The most unpopular** category, on the other hand, is ‘journalism’ which only has 24 submitted projects since 2009. This category can also be considered as the most unsuccessful since all the submitted projects were canceled or failed.

Category ‘music’ has **the highest ratio of successfully funded projects to overall submitted** – 77.1% of submitted projects in this category were successful. Interesting, that 41.1% of all successful projects in the ‘music’ category fall into the ‘rock’ sub-category in which you wouldn’t find any projects that failed.

Overall, if we have a project in mind that falls into the music or theater category with the goal range of ‘less than 1000’ or ‘1000 to 4999’, there is a good chance that it will succeed on Kickstarter.

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

This dataset has a good variety of data that give us a lot of insights about the projects, their outcomes, and can help us to make educated decisions if we want to submit our own project, however, there is always a room for improvement and additional data collection:

* + It would be interesting to see a number of projects that actually became successful after they have been fully funded since there is a chance that project implementation can fail due to various circumstances.
  + It is also helpful to get the data about the amount of money actually spent on the project implementation after it has been fully funded and compare it to the financial goal that the project had. It will show us how many projects’ goals were under- or overestimated.
  + One other limitation that I see is that some of the categories/sub-categories have a small number of projects submitted. This already gives us enough information about people not being really interested in these types of projects (like journalism), but the limitation, in this case, is that we can’t really analyze the data within the categories/sub-categories that have small number of projects submitted since we don’t have representative sample size and therefore, we can’t make any statistically significant conclusions about this particular type of category/sub-category.

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

Depending on the goal of our analysis we could create other charts and tables. There are a few ideas below:

Charts that show the average time successful project took to be completed broken by

* goal rages
* years
* categories
* overall

We could also create charts which can show different metrics between the categories and within the categories:

* average donation amount
* average number of backers
* average percent funded