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

1. There is relationship between goal amount and success rate
   1. Smaller goals (<10k) appear to be more likely to succeed
   2. Goals greater than 45k have the highest failure and cancelation rates
2. Art related campaigns are the most common (and most successful)
   1. Theater, music and film account for 63% of campaigns overall
   2. Along with Photography, these categories remain in the top 5 most common campaign types across most countries
3. Campaigns are most likely to succeed if started in May

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

* Various Currencies - There are several different currency used in the dataset. For the most actuate representation of the dollar amounts the goals and pledges should all be converted to one currency
* Resubmits – after experiencing a failed campaign some organizations submitted a new campaign within a few days of the original campaign’s end date
* Unusually Small Goals/Illegitimate Campaigns – There are a few campaigns with goals less than $10 USD and thousands of dollars in pledges. These campaigns’ ‘percent funded’ values are skewing the overall averages
  + One of these campaigns set a $5 USD goal and notes “THIS PROJECT IS ALREADY 100% FUNDED!!! This is an ‘Extended Campaign Run’”

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

* Campaign Length
  + Overall, the most unsuccessful campaigns were live for 50-70 days
* Outcomes Overtime (Possible Operational Insights)
  + Based on the below graph it is assumed that Kickstarter may have rolled-out an influential operational change around 2013
    - Since 2013 the overall % of cancelations has steadily increased
    - The overall % of successful campaigns experienced a sharp drop between 2013 and 2014
    - Failed campaigns experienced a sharp increase during the same period
    - The % of both successful and failed campaigns plateaued between 2014 and 2015