StarterBook Conclusions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. One of the conclusions we can draw about this exercise is that the more money you trying to make as your goal the more chance for it to get canceled, because of the bigger risk that they represent. On the other hand, with really low goals projects tend to make money and be successful.
   2. There are some project categories, that based on the first pivot table, show us that they are not profitable at all, like Food or Publishing, where the amount of Failed and Canceled projects equal or are even greater than the successful ones.
   3. Overall, we still can see the number of successful projects is higher than the canceled or failed ones, but in the next few years it looks like it might be the other way around.
2. What are some limitations of this dataset?
   1. As the background of the exercise says, there are over 300,000 projects launched by Kickstart, and we are analyzing the result of 4,000, which does not even represent the 1,5% of the total, so we might be dealing with a not very representative or reliable sample
   2. There are some extreme values (outliers) on columns like goal or percentage funded, about which we should reconsider including or not.
3. What are some other possible tables and/or graphs that we could create?
   1. We could use the time variable to see how projects do depending on time. We could use Date Created Conversion and Date Ended Conversion plus the state and the goal variables to see if the more duration the less or more success, the more length of project the less or more expensive and so on.