## **What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* Chance of not success increases by increase in the goal amount
* Theater, music, film and videos or in general Arts related entertainment is the most popular and in the same time the most successful category. Music and after that theater are having the highest success range.
* There are not many journalism projects and they are all canceled

### Plays which is the subcategory of theater has the highest number of projects and around 70% of success rate

* Rock, hardware and documentary have high demand and their campaign was 100% successful
* There was the highest number of successful campaigns on May and the lowest none successful on April

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

* For some categories, for example Journalism the amount of data we have is very limited, which makes the result not reliable
* All the information is about the success in funding but there is no information about the success of the project
* There is no data about the amount of money spend on advertisement
* There is not much information about the meaning of each column (For example Spotlight and staff\_pick)

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

* Average amount of donation (converted to a same currency) on each category
* Since the goal amount is an important factor in success or failure of a project we could use that as a weight factor in our calculations
* Trend of success rate over time
* Relation between the country and outcome in different categories. Since cultural differences might affect the chance for success or failure in different categories
* We could consider canceled campaigns as failed outcome and would have a better view of successful and none successful outcomes