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

Given the data, three conclusions we can draw are:

**A:** Theater-related campaigns are by far the most frequent/popular type of kickstarter.

**B:** Relative to the total number of campaigns, kickstarters under the category music are the most successful – there were 700 music kickstarters of which 540 were successful, a success rate of approximately 77%

**C:** If you want your kickstarter to be successful, regardless of category, do not create your kickstarter in December. Not only did December starts have the least number of successful campaigns, November > December saw the largest decrease in month-over-month rate of success.

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

One major limitation of the dataset is the lack of specific donation data; that is, who donated what. How do we know if some of these campaigns were backed by one wealthy financier?

That brings me to my next point – the lack of that data makes it difficult to determine WHY certain categories are so successful. Maybe a few wealthy financers are backing many of the theater and/or music campaigns?

Another limitation is the data isn’t exactly current. I’m not sure if this is just because this is data recycle from a prior bootcamp class or not. But it is 2019 and the data is only as of 2017. Perhaps trends have changed?

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

Some other possible graphs to create:

-Successful/failed/canceled/live campaigns by country. It would be nice to see trends based on countries.

-successful/failed/canceled/live campaigns by “duration of campaign.” We have date created and date ended, if we calculated the duration of campaign by some quantified time period, it might help identify an optimal duration to set the campaign to ensure the highest possible change of success.