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

1. Based on the 4000 Kickstarter projects analyzed, Music is by far the most successful category, with the highest success rate (77%), followed by Theater (60%) and Film & Video (58%). And it appears that the category with the highest likelihood of success is Theater.
2. The sub-category with the most successful numbers of projects was Plays. It is significant to note that the Plays sub-category had more successful projects than any other sub-category regardless of its parent category. It is also important to observe that every project within the Rock subcategory achieved success.
3. The results of final analysis show that projects with smaller goals (less than 5000) are the most successful and project with goals greater than 45,000 are the least likely to succeed. For goals that are greater than 10,000, there is an optimal success rate a goal range of 40,000 to 44,999.

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

* The dataset used only represented about 1% of the total number of Kickstarter campaigns conducted and may not accurately represent the data of all past Kickstarter campaigns.
* Scope limitations – The scope of this assignment was only to evaluate three conclusions based on the data. There may be other factors that influence the success of a campaign that were not analyzed. For example, the duration of the campaign, geographical considerations, details concerning the advertisement and average donation are all additional analyses that could be conducted to make additional conclusions.
* Lack of information about the Backers limits further analysis as to which types of Backers are most associated with successful campaigns.
* The dataset does not have much information on what donors expect to receive in exchange for their donations (e.g. a product, tickets to a production, t-shirts, etc.). This may impact a donor’s decision.

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

1. Tables showing the most successful categories/sub-categories versus the most unsuccessful categories/subcategories and detailed data into each category/sub-category’s level of success. Some possible metrics include
   * Success rate per category/sub-category,
   * Median, max, and min funding goal/target per category/sub-category and Median, max, and min of percent funded per category/sub-category
   * Median, max, and min length of Kickstarter campaign timelines per category/subcategory etc.
2. The average timelines (how much time companies/organizations must dedicate to complete the Kickstarter campaigns) for the most successful and least successful types of programs.
3. Data tables that exclude significant funding goal outliers.
4. Graphs and tables that break up each category into its specific subcategories to uncover what makes different types of organizations successful.