1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. The most popular categories (and successful) Kickstarter campaigns have to do with either 1) theater, 2) music or 3) film and video. While theater (and specifically “plays”) tends to be the most popular type of campaign with just under 1,400 instances, the failure percentage is still high (60% successful, 40% failed or cancelled). Music campaigns are successful 80% of the time, which is the highest amongst all categories.





* 1. As expected, Kickstarter campaigns that require less backing tend to be more successful and reach their goal. However, there seems to be a sweet spot in the $35,000 to $45,000 dollar range where the success rate climbs up to 47-49% before dipping back down



* 1. The most successful months to launch a Kickstarter campaign tend to be during the summer, where the least successful months are in the fall and winter December specifically is the least successful month for Kickstarter campaigns – which makes sense due to the Holiday season. People are busy spending their money on family and friends.



1. **What are some of the limitations of this dataset?**
   1. The amount of publicity each Kickstarter received (advertisements, interactions, social media exposure).
   2. The reward levels for each campaign (e.g. what backers receive for donating their money).
   3. What the price of the product/service is…is the item being invented retails $25 vs. $1,000, will this effect campaign investing?
   4. Information about the backers.
   5. Information about the campaign fundraisers.
   6. Since 75% of the Kickstarter projects in this data set were from the United States, it would be helpful to see the state and cities where each campaign was started.
2. **What are some other possible tables/graphs that we could create?**
   1. Pivot table to count number of projects by country.
   2. Graph of percentage successful by country.
   3. Create new calculated column for “# Campaign Days” and create pivot table to look at campaign length by category (and total) between successful and failed campaigns.
   4. Pivot table to count number of backers by category/subcategory to highlight which types of campaigns are getting the most attention, regardless of donation or success/failure.







