**Starter Book**

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

The most successful project categories are Music, followed by Theater and video. The most ambitious goals are those of the Film & Video category, which is more than double the category that follows. The highest cancellation rate is that of the Journalism category, but you should consider discarding it because it is 100%, in this way the highest would be Technology. Finally, a relationship is observed between the goal and the status of the projects. The smaller the goal, the more possibility of success the projects have.

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

We could achieve a more in-depth analysis if we will have the registration of contributions and their behavior throughout the campaign, another limitation is that some campaigns were carried out with a different currency and some ranges may be poorly compared for this. You cannot be sure of the meaning of some fields such as "staff\_pick" and "spotlight" as there is no data dictionary available.

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

* Rates of successful and failed projects.
* Comparisons (goals, pledged) between projects of the same Categories and subcategories.
* Top of maximum and minimum of successful projects and comparison between these but of the different categories.
* Comparison of goals and contributions between projects with similar goals and contributions.