**Kickstarter Excel Project Follow-Up Questions**

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

There are several conclusions that we can make about Kickstarter campaigns given this data. Each one is unique and can be drawn out from the few different pivot tables we have created. In the first example that categories the data by category and the state (success, fail, live, or cancelled) we can see that the top few categories revolving around the Kickstarter campaigns involve the film & video, music, or theatre genres. If you filter out based on country this is further evident as you add more and more countries to the mix that there is a correlation between Kickstarter and the film, theatre, and arts realm.

In the second table where the categories are further sub divided from their parent categories, again we see the entertainment, arts, and music sub categories have the most successful campaigns while other categories such as conventions, food, and wearables had a higher failure rate. While other categories in the entertainment and arts section also incurred failures the general pattern is that overall most of those categories had higher success rates.

Finally, in the last chart we can see that there is a direct impact on the time of the year that a Kickstarter happens and whether it received more successes versus failures. One noticeable pattern is that during the April to July months there tends to be an increase of failed or cancelled Kickstarter. Although in the months preceding that around February to May seems to be a higher number of successes. From that we can conclude that for the best chance for a Kickstarter to succeed is to start around the February to May part of the year.

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

The data that was collected over these many years provides many indicators on patterns, or interesting conclusions on the various angles of Kickstarter. One thing though that would be lacking in this data set would be the lack of polling info. We have all this hard data and can make assumptions based on the data but there is no knowledge of conditions or failures to why a particular Kickstarter succeeded vs it is failing or being cancelled. Maybe including more insightful info on the quality of a Kickstarter before someone would or would not pledge money can help determine the viability of a Kickstarter in question. Is it because of poor planning? Lack of management or oversight? Or maybe just not enough details to warrant the overall scope of the Kickstarter. Another limitation is its hard to honestly gauge the actual average of each person who contributed to a pledge and what their background/affiliation is with a particular category. Unless you had the data of each and every person who contributed to a particular Kickstarter and how much that person added to the pledge it may be easier to gauge then the demographics of the people who are making a category more successful or not.

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

Some other graphs that may be helpful to analyze this data to a better degree would definitely be a scatter graph. There we could see each and every piece of data and where more people would fluctuate or gather to pledge towards a specific category. Although the bar and line graphs did help show the interest in those categories the scatter graph would show the bigger picture of the data set that has been collected.