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

1. Kickstarter campaigns are more likely to be successful in May (early summer) as opposed to December (Fall-Winter).
2. There are more campaigns labeled “theater.” There are not enough data points to make conclusions about journalism Kickstarter campaigns.
3. Of those campaigns labeled “Music” more are successful (77%) per “Music” campaign started (700 total). In comparison, about half of those campaigns labeled “theater” are successful (32%) per “theater” campaign started (1393 total).

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

We do not know the criteria for grouping each data point into each category/sub-category. Some categories have much fewer data points (number of Kickstarter campaigns) than others suggesting either bias with pulling or grouping data. For example, it is unlikely that only 24 journalism-related Kickstarter campaigns exist or that theater campaigns disproportionately outnumber all other campaigns unless the study was focusing on theater-related Kickstarter outcomes. I also do not know what the columns “staff pick” and “spotlight” refer to or what they add to the analysis. A more robust analysis would consider additional data points regarding confounding information, especially regarding geography (more than country). This data set does not account for any financial climate or give any information about donors. In order to understand why some campaigns were canceled and others succeeded (and why some donors gave more on average than others) I would also like to know efforts for campaigns – did they send it out on social media? Contact a national organization? Post a picture of a cute puppy?

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

I would like to see outcomes based on goal broken down into each subcategory. Obviously a campaign is more likely to be “successful” if it’s goals are smaller. We could then compare how long it took each Kickstarter to reach a (fixed) set goal in order to compare them. We could look at length or blurb criteria that are associated with successful campaigns to guide canceled, live or failed campaigns.