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

Conclusion #1: Projects under the Categories of theatre and music have the greatest number of successful projects

Conclusion #2: Projects falling under Sub-category ‘Plays’ has the greatest number of projects attempted; More than 50% of the projects in the country US are successful

Conclusion #3: Projects done during the summer months are relatively more successful when compared to the projects done during the rest of the year.

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

* On key limitation is the dataset only had the list of projects that had a goal ranging from minimum of 1 cent to 100,000,000. The data for the rest of the projects that were not having any goal were not provided
* Many projects had ‘0’ value for ‘Pledged’. Due to which ‘percent funded’ and ‘Average donation’ did not have valid values
* The relevance of the ‘staff pic’ and ‘spotlight’ fields are not specified and unable to correlate.

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

**Sum of Goals, pledged and backers count by Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **Row Labels** | **Sum of pledged** | **Sum of goal** | **Sum of backers\_count** |
| **AUD** | **714202.52** | **9901961** | **6731** |
| **CAD** | **769589.05** | **2490695** | **7312** |
| **CHF** | **6334** | **104115** | **69** |
| **DKK** | **204294** | **865000** | **451** |
| **EUR** | **3517185.83** | **15029846** | **24541** |
| **GBP** | **3498056.14** | **4505048** | **50975** |
| **HKD** | **205035** | **640000** | **71** |
| **MXN** | **78160** | **568000** | **106** |
| **NOK** | **493022** | **555100** | **625** |
| **NZD** | **43644** | **167035** | **381** |
| **SEK** | **452442.55** | **13968289** | **752** |
| **SGD** | **9124** | **9000** | **72** |
| **USD** | **36182652.57** | **247152380.8** | **371160** |
| **Grand Total** | **46173741.66** | **295956469.8** | **463246** |

**Sum of Goals by State**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of goal** |
| canceled | 180776788 |
| failed | 92651279 |
| live | 969039 |
| successful | 21559363.81 |
| **Grand Total** | **295956469.8** |