**Kickstarter Spreadsheet Analysis**

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

It seems that the number of successful campaigns drops significantly in November and December. This makes sense given how much money potential donors are already spending for the holiday season.

Kickstarters with goals below $1,000 have the highest success rate, whereas the rate of success drops below 50% with goals around $10,000.

It appears that there are more Kickstarter campaigns for plays than for any other sub-category.

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

This dataset doesn’t show us whether or not the Kickstarter promises were ultimately delivered upon (successfully reaching a funding goal does not mean that the product makes it to market). It also doesn’t tell us anything about how the Kickstarter campaigns were run. Many promising products may have failed to meet their goals because the pages weren’t updated frequently enough, or there wasn’t enough communication with donors.

For media-related Kickstarters, I would also be curious about how the genres of the products break down, but we do not have that level of detail in our data.

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

We could create a line graph showing the success rates of kickstarters based on goal size across different categories.

We could also add a subcategory filter to our stacked bar chart of success rates by category (to filter out outliers, such as plays).

We could show average donations by category/sub-category in a stacked bar chart.