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

* Overall data indicates that the entertainment industry (theater, music and film/movie) have the highest probability of success rates. They also do have the highest failure rates in comparison to volume, but it shows that backers feel as if that this category will have the highest probability of creating a successful crowd funding campaign over others by a wide margin.
* Technology has the highest failure to canceled ratio after the Kickstarter begins. The success rate is 33% compared to failure/cancel (66%), so technology looks like to have the highest risk of an unsuccessful campaign with a heavier set of backers.
* The higher volumes of success/failures occur in the latter part of Spring/early Summer and start tapering off and decreasing during the winter months. This correlation probably has something to do with the weather (theatrics) and holiday months when people are cutting back and spending time with family.

2. What are some limitations of this dataset?

* We are using data from only 4,000 past projects in comparison to over 300,000 projects that have been launched. We could be missing a lot of critical data that would skew the existing reports that were ran.
* The majority of “failed” projects did not receive any pledges which could possibly not provide the best representation on Failed vs Successful project percentages if both received pledges.
* A larger number of backers does not necessarily correlate with absolute success. A mean of 194 of backers and the outlier of 309 indicates that sheer volume will not always make a successful campaign.

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

* A Pie chart could have been used to show percentage or proportional data for the categories. The percentage represented would be a good visualization to understand the rates for each category.
* A line graph could have been created to look at individual years instead of months and see a correlation for success/failure rates to see if there are any correlation as Kickstarter grew in popularity. There could have been higher failure rates or greater success rates during the peak and if it decreased over time.
* Another graph that we could create would be to show a comparison in the currency and see which country has higher participation. This could influence certain categories and preferences for each country on areas of high interest.