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

From the given dataset there are numerous conclusions that can be drawn dependent on which variable are analyzed in combination.

* Examining the dataset using the category and state of the Kickstarter campaign we can make certain conclusions for future campaigns and their likelihood of being funded. From the data presented here we can determine that Kickstarter campaigns in the Journalism sector have never been successful. Although they are low in total number none have ever been funded and all have been cancelled. Alternatively, campaigns for funding for music, specifically of the Rock sub-category are always successful and have met their funding targets 100% of the time. In a similar manner we can also observe that the Theatre category has the most campaigns launched perhaps indicating lack of alternative funding mechanisms for this sector. This data is displayed in PivotTable 1 and associated pivot chart.
* Examining the dataset by the month of campaign creation and by state of the funding we can ascertain the best and worst time to start a Kickstarter. This analysis reveals that a launch month of May has the most successful campaigns with December being the least successful and the only month which failed campaigns outnumber successful ones. These conclusions could be logically intuited given that December is the height of the holiday season and people may be less likely to have disposable income to back Kickstarter campaigns due to the costs associated with holiday celebrations, gifts etc. The number of cancelled Kickstarter campaigns remains relatively stable throughout the year. These data are presented in PivotTable 3 with associated pivot chart.
* Examining the breakdown of success rate (state) given the requested goal we can conclude the chances of success given how much the total donation amount is required. These data demonstrate an inverse relationship between the requested amount and the success rate. This is displayed most strikingly at the lowest and highest goal amounts, where 71% versus 19% or campaigns were successful. Cancelation of campaigns is only weakly associated with amount requested. These data are displayed in the Bonus table and the associated line chart.

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

There are a few limitations associated with this dataset, which could be easily addressed by increasing the number of campaign data collected. One of these issues is that an equal number of each category of funding campaign was not collected. This results in a skewing of inferred trends based on numbers of entries per category. A simple solution to this issue would be to examine the percentage of each category that was successful rather than the count. However, this would also be impacted by low numbers of campaigns within certain categories. Similarly, there is not equal representation of campaigns from each country, thus inferring trends can be skewed based on low numbers. Especially in cases where data for only 1 or 2 campaigns has been collected, SG and LU respectively. Extrapolating from this there is also no information given about currency exchange rates between monies collected for campaigns outside of the US. This might be helpful in order to make direct comparisons between countries as to their propensity to back a specific campaign and how much per category particular countries value specific needs. Finally, no information is given about the age of the backers. Collecting this information would allow potential campaigns to target backers more effectively.

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

As mentioned above there are numerous ways of interpreting and presenting the data contained within the dataset. This depends on the combinations of variables used. Additional examples of this are success rate per country (Extra Chart 1) and total amount pledged per country (Extra Chart 2). Alternative analyses include examining the length that the campaign was run with its success rate or examining how many successful campaigns generated more funding than requested and in which categories this was most pronounced. Other examples include but are not limited to: Examining whether Staff Pick status had an impact on funding state. Examining average backer donation per category. Examining backer number per category and funding amount requested.