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

The category with the highest success rate is Music, with 540 successful campaigns and a 77% success rate. Within the Music category, the sub-category with the highest success rate and greatest number of successful campaigns is Rock, with 260 successful campaigns and a 100% success rate.

Kickstarter campaigns with smaller pledge goals (less than 5,000) are the most likely to succeed and campaigns with larger pledge goals (greater than 45,000) are the most likely to fail.

* Less than 5,000: 1,254 of 1,865 campaigns were successful (67%), 533 failed (29%) and 78 were canceled (4%).
* Greater than 45,000: 269 of 465 campaigns failed (58%), 104 were canceled (22% and 92 were successful (20%).

May is the month with the greatest number of successful projects (234) and the highest success rate, at 61%.

* The Music category had 54 successful campaigns and an 83% success rate during the month of May.

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

Small sample size: The given dataset for this project represents roughly 1.3% (4,000) of the more than 300,000 Kickstarter campaigns that have been launched and may not be an accurate representation of all Kickstarter campaigns.

Limited number of categories and sub-categories: There are likely numerous categories and sub-categories that are not included in the given dataset and are therefore not part of our data analysis. If you were trying to start a Kickstarter campaign that does not fall within one of the given categories and/or subcategories, the given data will likely hold little value for your analysis.

The dataset does not appear to account for different currencies and their exchange rates with USD, so some of the data regarding Amount Pledged and Average Donation may be inaccurate and misleading.

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

Analyze success in relation to duration of campaign. That is, is a kickstarter campaign more likely to be successful if the duration of the campaign is longer or is a campaign more likely to fail if the duration of the campaign is shorter or vice versa. A pivot table and graph showing the success rates of campaigns lasting from 0-30, 30-60, 60-90 days and so on could be beneficial in showing what the optimal duration of a Kickstarter campaign is.

There are also numerous beneficial regressions that could be run in order to better understand the relationship between certain variables.

* Backers\_count as x-variable and Percent Funded as y-variable
* Average Donation as x-variable and Percent Funded as y-variable
* Backers\_count as x-variable and Average Donation as y-variable