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

1. For categories:
   * Theater (60%) and music (77%) category had higher success in reaching goals (money collection to begin the funded project)
   * Food category has highest failure rate (70%)
   * US has most number of projects reported in this kickstarter report
   * Theater category had highest number of projects included in kickstarter
   * Journalism has least number of projects and all were cancelled
2. Sub-categories with 100% success rate include: documentary, electronic music, hardware, metal, nonfiction, pop, radio&podcasts, rock, shorts, television, tabletop games
3. Goal amount influences the success rate of the project being funded or not: As goal amounts increase: a) the chances of it being funded successfully decreases, b) chance of failure increases, and c) chance of cancellation increases

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

To answer this question, it is necessary to identify why this data important.

Companies are looking to identify factors contributing to:

1. Successfully meeting or exceeding “goal” (funding money) requested. These may depend on several factors like:
   1. Goal amount
   2. Time-frame
   3. How quickly the goal amount was met after launch date
   4. Total backers
   5. How they are advertising on their webpage
   6. People involved in the project,
   7. Serving population (benefiters from the new creation)
   8. What are the incentives being offered by the creators to the backers
2. Successfully meeting or exceeding “goal” requirements (work done) after obtaining the funding. This is indicated by Spotlight (true or false) in this data set, and may depend on several factors like:
   1. Amount pledged
   2. Time frame to complete the project requirements
   3. Project requirements

For the potential factors identified above, only few (highlighted in yellow) are available in this dataset. Several others are missing, and need to be provided to get an in-depth analysis that can be used by new creators who want to use kickstarter as their platform for crowd funding.

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

1. Time duration requested for funding vs goal and state
2. Spotlight (which indicates that creator successfully met the goal requirements requested during funding phase to the backers) vs “successful” state for each category and sub-category
3. Trends in different countries for different categories: Country vs state, category and sub-category
4. Trends over the years: Year vs state, category and sub-category
5. Relation between staff\_pick (which potentially indicates very novel or innovative ideas) and state