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

1-Kickstarter does not have a representative presence on Mexico, and practically no successful projects yet. People here should analyze if the platform is the correct one for their needs because of only 12 projects started, none of them had success.

2-The ‘food trucks’ are the projects with the worst results, which means that maybe these projects are not a good option for investment. Also, Kickstarter has an important number of projects of ‘videogames’ failed, so maybe these projects are too complex to deploy or they do not have the correct financial projection to complete them.

We can conclude that if the people are going to crowdfund a project like a videogame or a food truck and the goal projected is greater than $50,000 it has a low probability of success. They should adjust their goal and have solid projections to try to reach the goal planned.

3-On the contrary, a good option is to crowdfund media entertainment projects like music, especially rock music. Practically these projects have a tremendous success in the platform (77% of them are successful), along with theater plays and film & video documentaries. If you use Kickstarter for these projects, you have high probability of success.

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

We can have more data on this dataset, that could give us more conclusions:

-How many persons conform the team of the project. With this information Kickstarter can know specific trends related with the team management and to give some tips to the new and potential projects.

-How the project reached the goal in time. Maybe some columns that classify amounts by month to know if the team executed a specific strategy that helped them to reach the goal at defined point in time.

-Cancelation reasons, to have a knowledge base with the most common cancelation reasons for distinct projects.

-Include more data to have complete analysis of the live projects (how is the project going so far), to see if the teams can deploy some strategy to have more probability of success.

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

-We can create a graph that show us how the different projects have success or no on the different countries and with the different categories and sub categories. This analysis can give Kickstarter data for a marketing strategy in some countries for some projects and increment the number of campaigns.

-Another table we can create is the amount pledged vs categories and sub categories to know which projects request more funding and to know which of them are more expensive and thus more difficult to have success.

-We can create a graph that shows us the average time of the successful campaigns to see if there is a trend in the amount of time that the project takes to reach its goal, and if there is a correlation between the time and the failure or cancellation of the project.