**Kickstart My Chart**

1. **Given the provided data, what are three conclusions that we can draw about Kickstarter campaigns?**
   * The category with the highest number of campaigns in this dataset is “Theater.”
   * The subcategory with the highest number of campaigns in this dataset is “Plays.”
   * The highest number of successful campaigns launched in May.
2. **What are some limitations of this dataset?**
   * The dataset shows mostly raw data. It does not include any calculated data other than the average donation and percent funded. If we had the duration of the campaign, we could calculate how long it takes on average for a specific category of campaign to be successful or how long it takes on average for campaigns in general to be successful.
   * The earliest data comes from May 2009 and excludes earlier months. This would affect the accuracy of the data shown for Kickstarter campaign states by month of launch.
   * Categories if defined by the campaign creator and not by Kickstarter upon review of the campaign could result in a difference of classification. For example, if the campaign creator classified their campaign as music/rock whereas Kickup starter would classify it as music/metal, this would change the data. Coding of categories leads to interpretation unless a system is in place to help code the category correctly.
   * It is unknown whether this dataset covers **all** Kickstarter campaigns during a specific time frame. If it only includes certain campaigns, what was the determining factor in which data was included? Is this a random sampling? If so, then this would affect what conclusions we are able to draw from the data and additional calculations.
3. **What are some other possible tables and/or graphs that we could create?**

This dataset, as is, does not provide the percent of each category of campaigns. It would be nice to see the percent of Kickstarter campaigns categorized under technology, for example. The percent could be calculated and a Pivot Table or graph could be created to show this. We could also delve deeper and determine what percent of campaigns under a specific category are successful versus the other possible states. This information would be useful in comparing the success rate of Kickstarter campaigns between categories. Another Pivot Table and graph could be created to show this. It would also be interesting to create a graph showing the number of campaigns that were labeled as “Staff Picks” and their states.