1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. A smaller goal has a higher chance for success
   2. Kickstarters that focus more on entertainment i.e (music, film and theater) have a higher chance of gaining the funding they requested.
   3. Podcasts are the least reliable type of Kickstarter. From the data, we see that all the “journalism” categories are podcasts, and they have all been canceled at some point in their campaign. Based solely off this information, I would not recommend a client who is interested in investing in one of the categories listed, place their money in a podcast.
2. What are some limitations of this dataset?
   1. It doesn’t give us a full story. For example, we don’t know the marketing strategy. Meaning if we understood where they marketed their Kickstarter campaign and how much they invested in it, we may have a better understanding of why these campaigns that failed were not as successful as the ones that didn’t
   2. What does ‘cancelled’ mean? Was this self inflicted or were their other elements involved.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a table that includes the length of time that each fundraiser is open. Since that may have something to do with the successes and failures.
   2. We can track which countries contribute the most money to what category of campaign which could tell the campaign team which countries to target their marketing campaigns to.