1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Plays are by far the most numerous subcategory of Kickstarter project, accounting for over 25% the total.
   2. Music projects are the projects most likely to reach goal.
   3. The smaller the goal, the greater the likelihood of a successful funding outcome.
2. What are some of the limitations of this dataset?
   1. We cannot see the amount given by individual backers, so we don’t know if some projects are aided by a particularly generous backer or backers, skewing the data.
   2. We don’t know about incentives for minimum donation amounts that may have resulted in more successful outcomes or higher than average donations relative to other projects in the same category and sub-category.
   3. We lack qualitative information that may explain why one project is more appealing (and hence, received more donations) than another within the same sub-category.
3. What are some other possible tables/graphs that we could create?
   1. Average dollars contributed per contributor (being careful to filter by country/currency type) per category and sub-category – what category and sub-category of projects need relatively more generous donors versus those that don’t?
   2. Outcome by staff pick – does it make a difference in project success?
   3. Total dollars raised per year, filtered by country/currency type, and further filtered by category – are the total dollars spent on kickstarter projects increasing or decreasing (and at what rate)?
   4. Average goal dollars requested per project per year, filtered by country/currency type, and further filtered by category – are people attempting to use Kickstarter to fund more or less expensive/ambitious projects?