1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

* There are more successful Theater projects than any other category by a lot. About as many as the next two combined
* The smaller the goal, the higher rate of success
* The month a project is started does not have a statistically significant impact on the success rate.
  + The sum of all years makes the chart appear to show a higher rate of success in May and a lower rate in Dec. However, when you filter down to individual years it shows that they each have one year with a dramatic outlier offsetting the total.

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

* Beyond “Staff Pick” there aren’t any data points pertaining to quantifiable promotional efforts.
  + E.G. Curation/placement, external advertising, social media shares…
* Missing data related to discovery.
  + E.G. how many times was the KS page viewed what was the navigation method? Search/pathing via the main site, external site links, and direct routing
* Without an understanding of how this data was retrieved we don’t know if it’s sufficiently representative
* Missing data related to when backers joined during the campaign.
  + This could be used to correspond to promotional efforts or inform ideal campaign duration

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

* Outcome by “Staff Pick” True/False
  + Measures impact Staff Pick has on outcome
* Combine the data in the Goal Amount and Categories charts
  + It would be interesting to see what impact the goal amount has on a given category’s success rate. Are plays more successful because they have a smaller goal amount on average or do they retain that high success rate in the larger goal amount brackets?
* Outcome by campaign duration