1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The lower the initial goal, the more likely the campaign is to succeed in reaching its goal. This is supported by the bonus activity, which reveals a downward trend in success rate as the goal increases. The percentage of cancelled campaigns also slightly increases as the goal increases. An exception to this occurs in the 35000 to 45000 range, where the success rate increases, but then falls sharply beyond this range.
   2. Using the pivot\_by\_subcat sheet, specifically the chart, it appears that music related endeavors have a high success rate and are likely to succeed. With the exception of world music, although they were cancelled instead of failing. Conversely, video game and wearable Kickstarter campaigns have a high failure rate and are likely to fail.
   3. Plays represent a huge portion of campaigns in our dataset compared to other subcategories. However, only about two-thirds of these campaigns succeed. This suggests that people passionate about plays might be more likely to consider starting a Kickstarter campaign than those passionate about other categories.
2. What are some limitations of this dataset?
   1. This dataset doesn’t account for metrics by the owners of the campaigns themselves, e.g. how much they marketed the campaign, how large or how much exposure the company is, and so forth. I would suspect these metrics would account for whether the campaign succeeded or not to at least some degree.
3. What are some other possible tables and/or graphs that we could create?
   1. Using the existing data, another chart we could create would be success rate by country. It would be interesting to see if there is a correlation between country and success rate. A chart could also be created to examine whether staff picks were more likely to succeed.

We could also add a table that shows the progression of funding over time (if said data is available). This would allow us to possibly see during what portion of the campaign (beginning, middle, end) the most funding occurred for different campaigns and correlate which campaigns are most likely to succeed based on how much of their funding they achieve by a particular point in the campaign.