1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. In general over the years, campaigns are more likely to succeed rather than fail. Most months success rates are greater than failure and cancelled combined! This is true for 8 out of the 12 month span and of those where it’s not true only one of those months has more failures than successes (December with 111 success vs 118 failures).
   2. Theatre is the most popular category to choose but Music(second most popular category) has a higher success rate at 77% to Theatre’s 60%. Journalism is both the least popular and least successful category accounting for only 1% of all campaigns and 100% failure rate.
   3. US and GB have the most kickstarter campaigns by a large margin accounting for 89% of all campaigns.
2. What are some limitations of this dataset?
   1. It doesn’t include some sort of typing for why campaigns failed even broad categories could potentially be useful. Is this all of the data? The data spans from 2009 to 2017 yet only contains ~4000 campaigns. I am not sure if that is right but it seems like there should be a lot more over 9 years. The missing data could paint a different picture that we are not seeing.
3. What are some other possible tables and/or graphs that we could create?
   1. I created a “by Country” tab in order to see if there was anything to see in that data and used it to answer the first question. Maybe also including a table that tracks how long the campaign ran vs state in order to see if there’s a correlation between how long a campaign runs and its likelihood of success.