1. Three Conclusions about Kickstarter Programs:

1a.) Theatre Programs had the highest counts, but also had the most success.

1b.) Out of Theatre Programs, Plays were by far the most common with mixed success.

1c.) The highest number successful programs for this company took place in May

1. What are some limitations of this data set:

2a.) This data set is pretty thorough, but I would say the limitations could be the lack of any public ratings system. It would be easier to pre-determine success rates if there was a public trial run for the Kickstarter’s.

1. What are some other tables/graphs that we could create:

3a.) A useful graphic that came to mind almost immediately would be a chart of rates of failed campaigns as percentages, by category. This would easily show which categories are the right choices going forward. If a company is trying to cut costs or maximize revenue, this data graphic would be vital.

3b.) Another useful graphic that came to mind was one that would compare levels of funding by category, and use the average amount donated as your value. This would show where your target audience is spending their money and really show what your target audience wants. A company could more accurately shift their campaigns in order to draw more donations and be more effective.