What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Campaigns are a more than 53% likely to be successful
* Theater is the most popular category for projects in this dataset
* Items are almost as likely to fail as they are to succeed.

What are some of the limitations of this dataset?

This dataset does not have information around the marketing plan used to promote the projects. We are able to see whether or not they met the project budget, but from the description we are not able to account for “Hype” and how that affects the funding. Going viral is a phenomenon that could have impacts on the success of a project without seeing touchpoints it would be hard for us to try to reproduce these results in a live situation.

What are some other possible tables/graphs that we could create?

From the data provided there are multiple types of views that we could provide. We could look at the dollars pledged in each category. Using dollars pledged we could use that data to determine if certain genres are more likely to receive a larger donation. We could also create a view of the average donation and use that to paint a picture of the demographic for each category type.