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

* “theater”, “music” and “film & video” categories have the highest number of overall campaigns
* Approximately 25% of the campaigns were started in the “plays” sub-category
* Highest number of successful campaigns were created in the month of May

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

* Dataset does not contain information on location of campaign/backers. If the campaign was created in larger metro area, there is increase chance of larger average donation. Also, unable to compare unique campaigns on a one to one basis.
* What determines the category and sub category assignments
* Must also take into consideration the state of the economy at the time of the campaign. The stronger the economy, the greater the chance of people having the extra cash to invest in a campaign.

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

* “state” based on weighted average of category/sub-category.
* “state” vs Length of campaign (longer the campaign the more successful)
* “state” vs “spotlight” – how does spotlight profile effect the success rate