1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * + - The “music” category appears to have the highest category success rate.
       - Some sub-categories such as animation or documentary appear to have 100% failure or success rates. For example, animation appears to have a 100% failure rate.
       - December appears to be the worst time for Kickstarter campaigns. This might coincide with holidays.
       - From the bonus graph: There appears the be some correlation between goal amount and success rate.
2. What are some of the limitations of this dataset?
   * + - Source of funders – You could glean additional insights if you knew if the funders were friends/family of the person/entity doing the Kickstarter or if the funders were unrelated. The data could be skewed by Kickstarters that were more friends/family funded versus ones with more unique backers.
       - We can’t analyze the contribution level perks. There could be a correlation with a Kickstarter not being successful due to not offering enough ability for smaller contribution “purchases” for example. This is a factor we can’t investigate from the current data set.
3. What are some other possible tables/graphs that we could create?
   * + - % successful by category (and sub-category).
       - Outcome by country. Instead of filtering by country, compare outcomes by country.