1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

We can establish different conclusions such as:

* Theater, music and film & video are most popular categories and at the same time, the ones with the higher success rate.
* The most successful sub-categories according to their parent categories are:
  + "Plays” for theater category
  + “Rock” for music category; and
  + “Documentary” for film & video category.
* The worst month for campaigns is December as it has the lowest campaign creation and success rate. On the other hand, May has the second highest campaign creation and the highest success rate. This could be explained by holidays, people wealth at that time of the year, weather, season of the year, etc.

1. **What are some limitations of this datasets?**

As such, I do not see many limitations on this dataset as I can think of several other analyses we could work on. I am not certain about what the “staff\_pick” and “spotlight” columns exactly refer to, but as Boolean values, it would be interesting what kind of insights these columns could give us.

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

Some further analysis we could create would be a pivot table showing average donations per category or sub-category on successful campaigns, in order to find out which categories raise the most money. We could also check how close the correlation between average donations and success rates is. This would help set realistic and optimal goals and hence anticipate campaign success chance.

Some other examples are:

* Average time that a successful/failed campaign lasts
* Most successful/popular category per country
* Determine if high-goal campaigns have a lower success rate than low-goal campaigns.