1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. We can conclude that the most successful campaigns are in the fields of Music and Film & Video. We can also see that although Theatre has the highest success rate of all categories it also has the highest fail rate of all categories. Finally, we can see that the categories of Food, Games, and Publishing fail more than they succeed.
   2. We can also see that specific sub categories are are more or less successful despite the overall success/fail rate of their parent category. For example, within the categories of Music and Film & Video, Rock and Documentaries are highly successful while Jazz and Drama are very unsuccessful.
   3. Lastly, we could see that chances of success are highest during April and May.
2. What are some limitations of this dataset?

The data set doesn’t tell us the reasons behind cancellations so we don’t know if it was canceled because it was going to fail, if they didn’t correctly estimate their goal, if they just decided it was too hard, etc. We also don’t see who the backers are or if there was a reward promised for investment (i.e. equity, gifts, etc.) which could give us more insight into why some Kickstarter’s are successful.

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

We could create a column graph to see success, canceled, and failed rates by country. We could also create a vlookup to discover the various combinations of information we may want.