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

1) Campaigns are most likely to be successfully funded in May and June, and campaigns are least likely to succeed to in December. The success in campaign funding in May and June are likely the result of people getting their tax refunds and having excess cash to play with. On the other hand, the low success rate in December could be the result of people having tight budgets around the holiday season.

2) We can determine that campaigns focusing on music are the category that is most successful, with a success rate of 77%, and theaters being the second most successful category at 60%. Within the music category rock and indie rock genres of music make up most music campaigns, and with the almost all the campaigns succeeding in their funding goals.

3) When reviewing the game category, we find that software games (mobile and video) have all failed to meet there marketing goals, but all campaigns for tabletop games have succeeded. I can conclude that the competition from major game developers and Steam already provide sufficient supply of games, and willingness to kickstart a software game is low. On the other hand, there is a robust market for new tabletop games and expansions for previously successful games that people are more than happy to provide support for.

1. What are some limitations of this dataset?

* Campaigns with abnormally small easily obtained funding goals could be inflating the number of successful campaigns
  + Could run a table to check goal numbers of successful campaigns against others in the same category
* Some campaigns have pledge tiers which provide the backer with benefits the higher more they donate.
  + We could gather this data to determine if the benefits of having tiers contributed to success.

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

* A table comparing if being included as a ‘Staff Pick’ impacts the success of a campaign or how successful it can be.
  + Compare which categories and sub-categories are most likely to be considered for Staff Pick
* A table and graph comparing the number of backers to category or subcategory
* A table comparing average donations to categories or subcategories
* Comparing the success of categories/subcategories across different countries
  + I remember seeing theaters in the UK having a higher success rate in the UK vs the USA