1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Most Kickstarter campaigns originate in the US (~74%)
   2. A little over half Kickstarter campaigns are successful (~53%)
   3. Parent-category “theater” has the highest rate of successful campaigns
   4. Parent-categories “games” & “technology” receive the highest average pledges (over 4K% above their goal)
2. What are some of the limitations of this dataset?
   1. Sample only represents 1% of all Kickstarter campaigns
   2. ~74% of sampled campaigns originate in the US
3. What are some other possible tables/graphs that we could create?
   1. % of success rates based on categories & sub-categories
   2. % funded by categories & sub-categories, filtered by successful outcome
   3. Country
      1. % of campaigns based on countries
      2. Outcomes based on countries

Side notes:

* Compare data to other crowdfunding services
  + Indiegogo
  + RocketHub
  + RundRazr
  + Pozible
  + Ulule
  + Rundable
  + FundAntyhing
  + Quirky
* Compare % of campaigns to country population

Sample summary:

The “Proper” Conclusion:

“Based on our analysis, it is clear that the American preference for Italian and Mexican food are similar in nature. As a whole, Americans rate Mexican and Italian restaurants at statistically similar scores (Avg. score: 3.8, p-value: 0.285). However, there exists statistically significant evidence that Americans write more reviews of Italian restaurants than Mexican (+96k, p-value: 0.057). This may indicate that there is an increased interest in visiting Italian restaurants at an experiential level. However, it may also merely suggest that Yelp users enjoy writing reviews on Italian restaurants more than Mexican restaurants.”