1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Most Kickstarter campaigns originate in the US (~74%)
      1. See tab Country
   2. A little over half Kickstarter campaigns are successful (~53%)
   3. Parent-category “theater” has the highest rate of successful campaigns
   4. Sub-category “plays” has the highest success rate
   5. 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
  + RundRazrSa
  + Pozible
  + Ulule
  + Rundable
  + FundAntyhing
  + Quirky
* Compare % of campaigns to country’s population