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

1. **Category and sub-category mater a lot when considering a campaign. While the categories of Film & Video, Music and Theatre have a lot of successful campaigns, some of their sub-categories have a much higher chance of failing or being canceled than others.**
2. **Launch timing seems to matter quite a bit for success. Campaigns launched in May seem to have better chance of success, while those launched in January, June, July, and October seem to have a higher chance of failure.**
3. **Overall, there is a `53.8% chance of success, and a `46.2% chance of failure for campaigns based on the information provided.**

**What are some limitations of this dataset?**

**No information is given on how these campaigns were run. Was anything spent on advertisement? Was information posted about these anywhere at all? Any community engagement at all?**

**Also, where the successful campaigns better detailed/informed at launch?**

**Any newer stats? These campaigns are all at least a few years old.**

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

**A chart showing the success rate of less expensive campaigns vs. more expensive ones. Does a higher goal scare smaller backers away?**