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

Successful Categories & Sub-Categories:

**Film & Video** projects concerning *documentaries*, *shorts*, and *television* succeeded.

**Food** projects concerning *small batch* succeeded.

**Tabletop** game projects succeeded.

**Music** projects were successful with the exception of *faith*, *jazz*, and *world music*.

**Publishing** projects concerning *non-fiction* and *radio & podcasts* succeeded.

**Technology** projects concerning *hardware* succeeded.

Promising Categories & Sub-Categories

**Photography** projects concerning *photoshop* were popular and generally successful.

**Theater** projects concerning *plays* were extremely popular and generally successful, especially in Great Britain.

Other Observations

The United States was associated with **73.85%** of these projects.

Generally, projects created in the month of December seemed less frequent and less successful.

2. What are some limitations of this dataset?

Think some of these sub-categories could be broken down further to even more specifics, which are often given in the blurb.

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

Would be good to look at how many backers and how much money was pledged for the successful categories and sub-categories, and compare that to their goal amounts as well.

Would review staff pick performance relating to project state, categories, and sub-categories.