1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. If your campaign’s category is journalism, food, games, photography, publishing, or technology you have less than or equal to a 50% chance of success, but if your campaign is theater, music, or film & video related it is much more likely to succeed.
   2. However, if you dig in deeper to the sub categories of those categories more likely to succeed you see certain sub- categories that have either a 0% success rate or close to it. For example, drama, animation, and science fiction all failed within the massively successful category of film & video.
   3. Looking at the last five years of creation dates the successful vs. failed campaigns appear to much closer or intersect from July until the New year. This would lead me to advise a campaign to begin around May for the best chance at success.
2. What are some limitations of this dataset?
   1. There is no marketing data. How much was spent promoting these campaigns? Where was the most success found when marketing?
   2. How many people clicked on the campaign, but did not ultimately back it?
   3. The data does not show the percentage of funds by week or day to see when the funding was completed for those successful campaigns. If we had that data we could see if there is a good cutoff day to cancel if it is not close to funding, or if there is a certain time when funding is most likely to happen (i.e. second week is the best funding).
3. What are some other possible tables and/or graphs that we could create?
   1. Campaign goal vs percent funding
   2. Pledged amount vs count of backers
   3. Word count of the blurb vs success rate