1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Theater Campaigns account for the most campaigns on Kickstarter
3. Music Campaigns are the most successful on average
4. Food Campaigns have the highest failure rate
5. What are some limitations of this dataset?

This data set is great for truth telling, we are able to identify categories with high success rates and plot that data over time, but in regard to story telling it doesn’t provide a lot of contextual data that would allow us to ascertain -why- certain categories are prone to success or failure, or what the impact of outside factors throughout the year have on the success and failure.

This also fails to factor in the overall market for crowdfunding, without pertinent data sets from other similar sites like IndieGoGo, we can only ascertain trends for Kickstarter alone and doesn’t allow us to confidently make assumptions about the market as a whole. The data is limited in the scope of what we can use to analyze and transform it by and the scope of its reach in regard to the market we are trying to analyze.

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

We could build pivot tables that compare State vs Country (Analyze success rates across country), State vs Backer Count (Analyze success rates vs overall number of backers), Category vs Backer Count (Do certain categories attract more backers? Based on our analysis with State vs Backer Count, do more popular categories succeed more often?). Each of these three tables would make sense to compare via Stacked Bar Graphs.