**Unit 1: Kickstart My Chart**

1. What are the three conclusions we can make about the Kickstarter campaigns given the provided data?
   * Investors appear to be more interested in contributing to campaigns involving artists as the most successful campaigns were related to music, film & video, and theater topics.
   * The most successful campaigns were theater plays. It should be noted that theater plays also had the highest rate of failures; however, more investors contributed to these types of campaigns more than any other type.
   * Investors tended to contribute to campaigns in the summer months and significantly less in December.
2. What are some of the limitations of this dataset?
   * No demographic information about the investors so it’s difficult to direct campaigns to desired demographics.
   * Campaigns are deemed successful based on reaching goal amounts, but there is no data to indicate if a campaign could be expanded or further sustained.
3. What are some of the other possible tables/graphs that we could create?
   * Calculating the amount of days the campaign was open compared to the outcome to see if there was a correlation.
   * Determining if campaigns were more successful in different countries, and the types of campaigns investors preferred.
   * Determining if campaigns placed in the spotlight trended to specific categories.
   * Determining if the average donation impacted the success of the campaign.