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

* Kickstarter campaigns have only a slightly above a one in two chance to be successful with a 54% success rate.
* The most likely categories to launch a successful Kickstart campaign were theatre (total: 839, success rate: 61%) and music (total: 540, success rate: 79%). The theatre category had the high total successes and the second highest success rate while music had the second highest total and highest success rate.
* To be more specific regarding the previous point, the sub-category, rock, in the music category, was the most utilized with 260 successful campaigns at a 100% success rate. This indicates that the rock is the most likely Kickstart campaign to succeed.

(The above statistics exclude currently live campaigns)

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

* One limitation is that the reasons for campaign failures are never explicated. More information in this area could help categorise reasons for failure (e.g., poor planning) so as to address these issues to lower the fail rate.
* Information on successes would also improve the data to see factors effected results. Information such as number of staff on campaign may be utilized to find optimal teams.

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

* We could create tables and/or graphs that measure total money by category and sub-category provided the most total money towards the campaigns to see which avenue most of the money is coming from.
* We could create tables and/or graphs that measure average donations by category and sub-category filtering for country to see where the highest amounts of money come from per person.