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

One conclusion is that most kickstarter campaigns were in the field of art and performance. A majority of the campaigns were for Theater, Music, and Film & Video.

Another conclusion is that the campaigns within the field of art and performance had the greatest success rates. Theater (60%), Music (77%) and Film & Video (58%) had the highest success rates out of all other categories. This implies that kickstarter backers may favor these types of campaigns… and people know that, which is why those categories also have the highest number of campaigns.

Another conclusion is that despite increasing the length of the campaign, the probability of success does not noticeably increase. A majority of campaigns last 30 days, but while that timeline has the most number of successful campaigns, there are more not successful (canceled + failed) campaigns. If you double the length of a campaign to 60 days, the spread between successful and not successful campaigns is more noticeable.

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

A limitation that comes to mind is that we don’t know anything about the backers. What are the demographics of these backers? By just having the total number of backers for each campaign we are limited in our analysis of what/who helped drive the campaign to successful funding.

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

One additional table that we could make would look at the % of successful campaigns by category/sub-category. This will show us the ultimate success rate of campaigns in specific categories. From that data, we can then show a graph (maybe a 100% stacked area chart or just a column chart made from the calculated percentages)

It would also be very helpful to look into why some campaigns were successful and others weren’t (aka what made a campaign successful). We would create a new column of successful/not-successful (ignoring live). From this we will compare various data for the two groupings. One would be average donation (do successful campaigns have a higher average donation?). Another would be total number of backers (did successful campaigns have more backers?). Another would be category/sub-category (were some categories more successful than others?). And another would be length of campaign – time between launch date and deadline date (did successful campaigns have more time to get backers?). With these new data views we’ll be able to visualize some more granular observations on why campaigns were successful.