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

* The highest volume of campaign submissions in Kickstarter, based on data from 2009 thru 2017, are in the entertainment industry - categories theater (1,393), music (700), and film & video (520), representing a 63.5% of overall campaign submissions. The majority of the theater submissions are to fund plays (1066/1393), with a success rate (successful and/or live) of 67%.
  + Music campaigns have the highest success rate (successful and/or live) at 80%.
  + Food and publishing campaigns have the lowest success rates (successful and/or live) at 20% and 34%, respectively.
  + Overall, only three categories show campaigns that actually resulted in “live” ventures: food, music, and theater.
* The highest number of successful campaigns are generally initiated in May, with a decrease during the summer months and then a subsequent increase again in October.

1. What are some limitations of this dataset?

* The “live” category is not clearly defined. It may mean the successful campaign resulted in the formation of an actual company that is currently in operation; or a play that opened at some point after a successful campaign. It is also not clear how the “live” data are collected. Is it self-report from the campaign initiators? Are they required to report this information if the campaign is successfully funded?

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

* Compare campaigns based on the number of backers and average donation.
* Examine the relative success of campaigns with “staff pick” TRUE vs. FALSE.