**1) What are three conclusions we can make about Kickstarter campaigns given the provided data?**

a) People are most interested in visual/audio entertainment such as theater, music, and film & visual

b) Out of all the sub-categories, plays are the most successful

c) The worst month to run a Kickstarter campaign is December

**2) What are some of the limitations of this dataset?**

One limitation of this dataset is that we are not told the reason why some of these projects failed. It could have been for a reason that was not purely business-related

Another limitation of this set is that we aren’t given reasons why people chose to fund one project and not another. There is no survey data provided, and the reasoning could be arbitrary

A third limitation is that we don't know the background of the campaigners. They could already have a positive reputation, or have a strong marketing background

**3) What are some other possible tables/graphs that we could create?**

For the two stacked column bar charts that compared outcome vs cat and sub-cat, it may be useful to see them as line graphs. I find that sometimes the colors blend together and my eyes just go to the highest points of each bar. At the same time, there could be separate graphs that only show successful projects, or only cancelled projects, etc. That way there won't be too many lines on each graph, as that could be confusing to read.

In the bonus section, there could be another line graph or a scatter chart with fewer "goal" breakdowns, as it might be even easier to see a general pattern