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

1. 53% of all campaigns were deemed successful. However, some categories have higher success rates than others. For instance, the music category has the highest success rate of 77%, whereas the journalism category had a 0% success rate.
2. The most successful month to start a Kickstarter campaign is May, the least successful month to start is October.
3. The theater category has the highest number of successful campaigns. The Plays sub-category accounts for 83% of successful campaigns within the theater category.

**What are some of the limitations of this dataset**

1. Location data is limited to only country. You can’t dig deep into specific states/cities with high success rates.
2. There’s not a lot of data about the people that are donating to the campaigns. We don’t know if people are repeat backers, how much they are donating, where they are donating from, etc.. This data would help paint an overall picture from both ends of the Kickstarter spectrum.
3. There is no data about the maintenance/upkeep of each Kickstarter campaign. For example, it would be interesting to analyze the number of updates as well as total engagement for each campaign. I would think that campaigns that are regularly updated with new information are more likely to reach their goal.

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

1. A stacked bar chart showing successes, failures, and cancellations by country would be interesting
2. I’d be interested to see if campaign duration has anything to do with success/failure. To do so would require some additional manipulation, but the information could make for an interesting line graph with time on the x-axis.
3. A simple pie chart could be created to show the % of campaigns that succeeded, failed, and were cancelled