1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Projects in theater category has the highest number of successful projects, but music category has a higher success rate (# successful projects/ #total projects).
   2. Play is the most popular sub-category – 26% of all projects observed from May 2009 to March 2017 were play related projects
2. What are some limitations of this dataset?
   1. The data set does not say what type of product/service/experience projects were. For example, a play project would be an experience, gadgets could be an actual product or an app, etc. This could give a powerful insight about what type of products gain high engagement rate, etc.
   2. The data set only goes back to May 2009, so longer period of time frame could be helpful in longitudinal studies
   3. Data does not include how much initial assets are needed for each project and only takes the goal amount into account. Initial asset can be helpful in analyzing the optimal amount of initial asset for success on the platform.
3. What are some other possible tables and/or graphs that we could create?
   1. Which country had the highest success/fail rates in bar charts
   2. Which category/ sub-category had the highest avg. donation amount per person in bar charts
   3. Correlation between number of letters in titles versus success rates