1. From looking at the data and graphs, three conclusions we can draw are:
   1. During the summer months, May – Aug, we saw the highest # of campaigns submitted and # of successful campaigns.
      1. I believe the reason for this is that a lot of people who use Kickstarter are students so during the summer they have more free time to work on projects on there. I believe this is also the reason why summer has the highest # of successful campaigns. Students are out of school so they have more time to work on their projects and make them better; therefore, increasing the number of successful campaigns.
   2. The category “theater” had the most submissions and successful campaigns.
   3. The subcategory “plays” had the most submissions and successful campaigns.
      1. I think one of the reasons for these two is due to the lower cost/complexity to submit a play compared to some other categories like technology, movies, or restaurants. A submission for a play could just be a document summarizing the play which is a lot easier than writing a business plan for a restaurant. This is the reason why the subcategory “plays” has the most submissions and successful campaigns. I think another reason why theater and plays have higher number of success rate is because the average donations are higher for these categories. This can be due to the audience for these categories are usually more affluent individuals.
      2. One conclusion that I can draw for sure is that the lower the campaign goal, the higher the success rate. This could contribute to the high success rate because the goals for the plays are usually lower.
2. Some limitations of this dataset are:
   1. We don’t have any information about the backers so we can’t draw any conclusions about them.
      1. For example, even though I know that during the summer months there were the highest# of submissions and successful campaigns, I cannot confirm that it is due to the student population because I don’t have any data about the backers.
      2. Even though I know that “theater” and “plays” have the most # of successful campaigns, I cannot confirm that this is due to more affluent individuals having more interest in these categories.
   2. We don’t have enough data because the timeframe given is only 1 year. There could be a bias in the data. For example, something could be trending this year and there will be more campaigns in that area which will skew the data. If musicals and plays are trending this year, it might cause more people to have a project in that area.
3. Some other tables/graphs I would take a look at is:
   1. Staff\_pick vs success rate: I want to take a look at whether being a stack\_pick has any effect on the success rate of the project.
   2. Staff\_pick vs backers\_count: I want to take a look at whether being a stack\_pick has any effects on the # of backers\_count