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

* **Campaigns that had Spotlight = TRUE seem to have made them a 100% success and the rest were not irrespective of the category or the target goal amount!**
* Targeted goal amount is the secondary contributor to the success of the campaign!

Other minor contributors are :

* Success percentage is high in theater, music, film&video
* Food and journalism are the bad performers
* Technology was doing fine from 2009 through 2013 with a success percentage of 98%. Trends reversed starting 2014 with a success rate of 28.7%
* Music did well in all genres except in faith, jazz and world music
* film & video has done well only in documentary, shorts and television

What are some of the limitations of this dataset?

* Data on the patrons and shareholders can help understand what kind of projects get more focus and the funds
* Data on the backers for the same reason as their backgrounds and interests might have a great influence on the future projects-backers funding trend?
* How do we get the spotlight set? Is that direct or indirectly get assigned as the campaign gathers pitch or being more successful?
* Staff picks happen based on performance or any additional fee or based on shareholders?
* More data on the campaign like is it domestic requiring postal service, or what kind of deliverables are expected from the project that may have impact on the backers if not patrons
* New & noteworthy and popular ; more knowledge on how they appear on the homepage of the site
* 73% of the data are from US! Seem to have 4 locale setting, but not much data other than the country info.

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

* Outcomes with respect to **Spotlight**, **staff picks** and **country** provide a great deal of information
* Target goal amount with respect to the parent category