**Kickstarter Data Analysis**

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*Based on the data, the most successful categories of Kickstarter campaigns are theater (60% success rate), music (77% success rate), and film (56% success rate); the least successful are journalism (0% successful) and food (17% successful). Campaigns that begin in May tend to have the highest chances of succeeding, whereas those begun in December are least likely to succeed. My guess is people tend to have tighter budgets around the holidays and so are less likely to risk funds unnecessarily around then. The category I tend to invest most heavily into is games, specifically tabletop games. Looking within those constraints, tabletop games are by far the most successful, with a 100% success rate, while both mobile and video games have 0% success rates. Clearly if you want to develop a game and market it on Kickstarter, go for a physical game rather than a digital one.
2. *What are some limitations of this dataset?*One of the limitations of this data, and one of the challenges of funding a Kickstarter campaign, is it does not supply data on whether successful campaigns follow through with their products. I have heard of multiple campaigns that have been successfully funded, but the product was then either not delivered or was of lower quality than promised. The data also does not calculate how long it takes for a successful campaign to become fully funded and which categories become fully funded fastest. Are campaigns most likely to succeed if they accrue 25% of their funds in the first day? 50%? Or do successful campaigns accrue their money fairly steadily through the entire campaign?
3. *What are some other possible tables and/or graphs that we could create?*There is data within the set on staff picks and spotlights, which give some campaigns higher visibility. Another pivot table could measure how many of these highlighted campaigns are successful or not.