1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   * Performance arts, and more specifically plays comprise the largest proportion of projects on Kickstarter, and possibly by virtue of that volume, have the highest number of associated successful campaigns. However, this trend does not continue when normalized by both category and sub-category.
   * Total volume of projects on Kickstarter jumped between 2013 and 2014. Prior to this jump, there were generally more successful projects than failed, and cancelled projects were relatively rare. Post spike in traffic, the gap between proportions of failed and successful projects effectively disappeared. Additionally, cancelled projects rose to roughly 10% of projects in a given year after Kickstarter’s increase in activity.
   * Bulk majority of Kickstarter’s projects originate in the US; covering roughly 75% of all projects in the dataset. Conversely, it could be argued that Kickstarter has not yet fully expanded to a global platform.
2. What are some of the limitations of this dataset?

This dataset does not provide back contribution information over time, which would allow us to analyze potential impacts of a project being spotlighted, among other events. Were projects funded at a relatively constant rate, was there a large amount of initial buzz that then tapered off, or did interest spike in response to changes made to the project page? This data set would not be able to answer those questions.

Ultimately the information given allows for a holistic analysis of project outcomes, but does not provide enough granularity to separate page elements that could also contribute to project success. Interaction over time aside, the data set also does not include information such as the number of backer reward tiers, which could be combined with a non-aggregated backer pledge data to see if some reward tiers are more successful than others.

1. What are some other possible tables/graphs that we could create?
   * Project outcome vs. Staff picks or Spotlights – This could identify if there are any impacts to projects success that can be attributed to Kickstarter promotion, or if self-promotion outside of Kickstarter is the more dominant driver.
   * Backer count by category or subcategory – Are Kickstarter backers generally more active in a particular category? Compared to amount pledged, do some categories of backers pledge more on average than others?
   * Project campaign duration vs. project outcome – Are more projects successful if they allow more time to gather backers, or is seasonality a larger driver?