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

Conclusion 1: The theater category and specifically the plays sub-category has the most Kickstarter campaigns- far exceeding any other category.

Conclusion 2: Overall, roughly 50% of Kickstarter campaigns succeed.

Conclusion 3: The least amount of campaigns are started in December and the most are started in the summer months.

1. What are some of the limitations of this dataset?

There may not be enough data to draw accurate conclusions. The data does not factor in the varying campaign durations.

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

It would be interesting to create a table and graph of the state of spotlight and staff picks to gauge how effective the extra publicity determines the success of the campaign. It would be useful to create a table that helps determine the launch month that has the highest success rate and if there is a campaign duration “sweet spot”. Do longer durations succeed more often and shorter ones more likely to fail?