1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

Conclusion 1

Certain Categories have much higher chances of success than others. For example, Food and Publishing are the most difficult to find success in with Food registering a 17% success rate and Publishing 33.75%. At the other end of the spectrum Music and Theater showed the most success with rates of 77.14% and 60.22% respectively.

Conclusion 2

Campaigns operating within the United States are almost 5% more likely to succeed on average than those outside the US. (54.34% to 49.63%).

Conclusion 3

The time period of April-May presents the best time on average for a campaign as they boast the highest success percentages on the calendar at 59.81% and 60.62% respectively.

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

Some limitations include:

* Lack of marketing data

I believe having data on what went into marketing the campaign would potentially show a lot correlation to overall success.

* Lack of historical data related to people running the campaigns. I’m sure some of these campaigns are run by people with lots of Kickstarter experience and some probably have little to none. I suspect that has an impact on the success rate.
* Lack of more specific backer data. Are some of these campaigns getting business support? Are they grassroots campaigns? This information would be helpful.

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

* A line graph showing numbers of successful campaigns over time by country.
* A pie chart displaying share of successful campaigns by Category, also by Sub-Category within each category, also by country.
* I also think it would be interesting to dig further into the effects of the average donation on overall campaign success. You could make some interesting charts by breaking those numbers into categories. For example, 0-$25, $25-$50, $50-$100, etc. With that data, you could make a pivot table with the state of the campaign and average donation category. From there you could pull a pie chart for successful campaigns to show the breakdown of average donation. You could also do this for failed campaigns. This would help get a sense of the effect of average donation on campaign success.