1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Plays are the most successful sub-category Kickstarter campaign. It has the highest number of successes and failures, and accounts for approximately one quarter of total campaigns.
   2. The US is the most popular country to start a campaign, and accounts for 74% of total campaigns. However, the country with the second largest number of campaigns Great Britain (15% of total campaigns), has a higher success rate of 61%, compared to the US of 54%.
   3. From 2013 to 2015, the number of campaigns increased by 78% and the rate of success decreased from 73% to 46%. From 2015 to 2017, the number of campaigns decreased by 87% and the rate of success decreased from 46% to 38%. The decrease in campaigns may be due to the decrease in success rate, although other factors may need to be considered to draw this conclusion, such as economic factors, consumer sentiment etc.
2. What are some of the limitations of this dataset?
   1. We are only analysing 4,000 campaigns of approximately 300,000 total campaigns. Our analysis may not accurately represent the population of campaigns. To get the most accurate analysis, we will need to analyse all the data.
3. What are some of other possible tables and/or graphs that we could create?
   1. We can compare the probability of success, failure, cancellation for each category or sub-category using a bar chart, which can be filtered by country
   2. Compare successful sub-categories of campaigns by percent funded, using a bar chart. This will determine how popular a sub-category of campaign is i.e., the higher percentage funded, the more popular/successful a campaign.