1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. While 53.11% of Kickstarter campaigns were successful, only 1.21% of campaigns went live. Assuming that live means the product eventually launched.
      1. Plays were the most successful sub-category, with 65.10% of its campaign closing as successful (vs. an overall average of 53.11% across all Kickstarter campaigns).
   2. Theater-related campaigns generated the most overall engagement, with the Music and Film & Video categories rounding out the top 3 most engaged categories.
   3. Campaigns that were a ‘spotlight’ were more successful than campaigns that were not a spotlight.
2. What are some limitations of this dataset?
   1. Don’t know if there was an external marketing campaign that aided the success of a Kickstarter campaign
   2. Other than knowing a campaign didn’t reach its goal, we don’t have qualitative data on why the campaign was not successful
   3. Is each campaign from a unique person/company or does one person/company have multiple campaigns open at the same time?
3. What are some other possible tables and/or graphs that we could create?
   1. Breakdown of campaigns that were a ‘spotlight’
   2. Does the amount of each donation impact on an eventual successful Kickstarter campaign?
   3. Does the amount of the final goal have an impact on an eventual successful Kickstarter campaign?
   4. Breakdown data by length of campaign
   5. Breakdown data by country