**Q1) What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. First, we can conclude that Journalism projects are not successful on Kickstarter. Out of 4114 projects, there were 24 Journalism projects and all were canceled.
2. Second, plays are very successful investments on Kickstarter. There was a grand total of 1066 plays in this data set, and over half of them (694) were successful.
3. Lastly, projects started in December fail more often than they succeed.

**Q2) What are some of the limitations of this dataset?**

One limitation of this dataset is that the “successful” state does not indicate whether the project was completed, it only indicates that the money was raised by the deadline. This shows which ideas people think are good, but not necessarily which ideas deliver on their promises.

Another limitation of this dataset is that the currencies are not uniform. The “goals” and “pledges” are in many different currencies, which makes financial comparisons difficult.

**Q3) What are some other possible tables/graphs that we could create?**

Some graphs could be created to show success based on the “staff\_pick” or “spotlight” columns. Also, analysis could be done to look at average donation per category or month. Finally, success of a certain sub-category over time could be analyzed. This could show a possible “fatigue” effect if people get sick of a certain type of project over time.