1. Given the provided data, three conclusions that we can draw about Kickstarter campaigns are:
   1. 38% of successful campaigns were from the ‘theater’ category followed by 25% from ‘music’, 14% from ‘film & video’, 10% from ‘technology’ and 13% from the other five categories;
   2. among the successful ‘theater’ campaigns, 83% belonged to the ‘plays’ sub-category where 59% of these plays were held in the U.S. followed by 34% in Great Britain; and
   3. the number of successful Kickstarter campaigns increased by an average of about 70 per year from 2010 to 2016 but there has been large variability in successes for specific years (a small decrease in 2013 followed by a more than doubling of successes for 2014 and recently a decline of 92 successes in 2016 compared to 2015).
2. There are some limitations to this dataset. The data does not provide all the reasons for success or failure of a given campaign. For example, one large backer could make or break a project. Plus, there are other factors like location or effectiveness of marketing campaigns that could influence interest.
3. Other tables and/or graphs could provide more insights. For example, we could do a similar set of bar charts on successful campaigns to compare category and sub-category to amount pledged to see which campaigns bring in the most money, plus the line chart to show monthly pledge amounts over the years. (Of course, we’d have to convert all amounts to the same currency first.) We could create one or more histograms to show the impact of goal amount on outcome. Also, a scatter plot of pledged versus backers\_count may give us some information on the sway of big contributors. We could also make a separate table for very successful campaigns that were over 200% funded to analyze their characteristics – like subject matter.