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

Conclusion one: Although the theater category has the highest number of successful Kickstarter campaigns (839), the music category has a higher probability of success (540:120/4.5:1).

Theater success ratio – 839:492/1.7:1

Conclusion two: The sub-category, plays has the most total campaigns accounting for 26% (1066/4114) of the site’s campaigns.

Conclusion three: May was their most successful campaign month with 234 successful campaigns

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

Not able to analyze the data with costs in mind, in order to determine profitability. Data was not provided on the costs of hosting each campaign so net profit could be determined.

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

Pivot tables and charts that display average donation by category and sub-category

Pivot table and chart that displays percent funded by category

Pivot table that displays the length of campaigns by category