1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The theatre category is the most popular for crowd funding followed by music and film and video with about half or less than half of the campaigns compared to theater. Within theatre category, the sub-category play is the most popular for crowd funding and leading between 76% and 98% more campaigns than other sub-categories listed. Successful campaigns begin in April peaking out in May then taking a downturn with continued downward trend through the Summer months and picking up again in September.

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

Are there any outliers within the different data points to askew the results? How realistic and legitimate are the campaigns is to draw interest? Additional data points such as size, complexity, amount of time spent on a campaign would provide additional understanding for organization to compare with their potential campaigns.

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

Create a pivot table/chart to help determine the country where crowdfunding highly used and most successful. There can be a pivot table/chart to show the outliers for the various data points i.e. countries, goals. Another possible table/graph can be to show the average goal and amount of time spent under each of the categories where campaigns have been successful.