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

The first conclusion we make about the provided data is that there is a campaign success outcome of 53% and campaign failure outcome of 37%.

The second conclusion is that the most active campaign category of Kickstarter are those in the theater category making up 34% of campaigns. Yet, the success rate of campaigns in this category are mostly in the sub category of plays with 65% success rate and 33% failed rate.

The third conclusion is that music Kickstarter campaigns have the highest success rate of 77% versus only 17% of music campaigns failing. There is either more backers or a larger amount donated per backer for music campaigns.

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

The data is limited to only the people who backed the campaign, but not to the exposure rate it got.

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

Although we made a pivot table and line graph depicting campaign outcomes by matter of categories by month; the data depicting the number of campaigns created each year would be more beneficial. It would give further insights of the success rate, number of campaigns, category of campaigns, etc. per year.

The amount of money made above or below the goal will also give Kickstarter more insight on how much more money a campaign can gain using their platform.

The number of backers versus the average amount donated over the course of time can also be a significant dataset to look over. It will show what campaigns are more popular versus those that do not formulate enough exposure, yet are still successful campaigns.