1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. The 3 most successful project categories are Film & Video, Music, and Theater with over 50% success rate
   2. Within these categories the most successful sub-categories are
      1. For Film & Video: Documentary, Shorts, and Television with 100% success rate
      2. For Music: all sub-categories excluding faith, jazz and world music with a success rate over 50%
      3. For Theater: Plays with 65 % success rate
   3. I observed data has seasonality with highest success rate during the months of April through Jun and lowest success rate during December
   4. Goal total is directly proportional to percentage of failed projects and inversely proportional to percentage of successful projects
2. **What are some of the limitations of this dataset?**
   1. It would be useful to have a reason for cancelation (e.g. weather, venue) to have more insights
   2. We don’t have information regarding country/regions for deeper analysis
   3. We don’t have any information on engagement metrics
3. **What are some other possible tables/graphs that we could create**
   1. Project state by country/category – table/graph
   2. Date Created Conversion/Date Ended Conversion project by category - table/graph
   3. Goal/pledged total by country – table/graph