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

Overall, there are more successful campaigns versus those which are cancelled or fail.

“PLAYS” are the single most active sub-category across all reviewed categories.

“THEATER” / “MUSIC” / “FILM & VIDEO” have the highest number of successful results and the most activity within the study.

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

The primary limitation is that the dataset does not elaborate on any specific qualities of each campaign such as presentation, exposure and other external factors that might play a role in why a specific campaign is more successful than another.

Also, it would be more beneficial to have data on primary “reasons” why a campaign was cancelled or failed. And, data pertaining to cancelled campaigns whether it was time related, voluntary, forced, change of direction, etc. so that we may better understand whether cancelled campaigns are, in essence, failed campaigns or whether there are other external variables we are not accounting for in this analysis.

Lastly, of the successful campaigns, it would be beneficial to know details about whether those campaigns went on to become viable business and the success rate, longevity and other factors more specific to the characteristics of success.

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

We could analyze elements of the most common currencies used for each category.

It would be interesting to understand the relationship between the numbers of backers for each campaign and whether the number of backers or the size of backer contribution was more important.

Lastly, we might want to know more about campaign duration and any trends related to long campaigns versus short campaigns and success rates related to initial immediate interest by backers or longer term persistent campaigns and how that affects success rates.