1. Three initial conclusions given provided data on Kickstarter campaigns.
   1. The Music parent category holds the highest percentage of success.
      1. Thoughts on additional research for insight: determine what factors affect the high percentage of successes for the Music category when compared to others.
      2. One hypothesis is the resource requirement for music is much smaller when compared to theatre or game development.
   2. The sub-category for Theatre, solely plays, has an extraordinary number of total projects when compared to the rest of the sub-categories.
      1. It would be key to notate that there is an interest in creation of theatre projects despite their high failure rate.
   3. Project creation rates are higher in the first half of the year versus the latter.
      1. The number of canceled projects stays the same throughout the year. Meanwhile, the rate of success and failure spikes between the 1st and 2nd quarter. December is the sole month where the amount of failed funds exceeds the number of successful funds.
2. A list of dataset limitations.
   1. Dataset is lacking regarding tiers and reward incentives offered in each Kickstarter.
      1. Useful insight could be inferred if we knew the ratio of tiers/incentives vs. campaign success.
         1. If this data was available, it would be possible to draw relationships between the amount of tiers, the value of rewards, and campaign success rates.
3. Possible tables or figures to create from dataset.
   1. “Quantity of Project Statuses” in correlation to “Country of Origin”
      1. This would be a figure to begin researching any possible conclusions why certain countries experience a higher chance of success.
      2. The hope is that the figure would start help provide insight why certain countries have a higher project success rate over others.
   2. “Quantity of Project Statuses” in correlation to “Staff Picks”
      1. Starting at the fundamentals, it would be worthwhile to check if the “staff pick” function helps with overall success.
         1. Possible results may be useful information, especially within Kickstarter upper management, to see if this can negatively impact the health of all projects or the Kickstarter culture.
      2. If the community notices that projects that are staff picked succeed while others will likely fail, this may cause a decline of project creators that will utilize Kickstarter once their campaign is confirmed a non-“Staff Pick”
         1. If this scenario happens to become a reality, this will have Kickstarter lose ground to be the preferred choice for crowd-funding.