**KickStart Insights**

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

1. Given the data provided, Kickstarter projects are more likely to be successful (53.76%) than to fail (37.65%) or get cancelled (8.59%).
2. Looking at the category level, we can safely conclude that theater (38.4%) is the most successful Kickstarter campaign and journalism (0%) is the least successful.
3. Finally, the number of successful and failed campaigns are almost the same for the month of January. We noticed a deceleration in the number of successful campaigns after mid-year, with an increase of canceled and failed more specifically in the month of August. If we filter by category, we will see different trends throughout the year.

What are some of the limitations of this dataset?

* The dataset is not big enough to enable significant analysis.
* The dataset does not provide information about the kickstart reasons for failure or cancelation limiting the analysis.

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

* It would be interesting to analyze the reasons for the failure and canceled campaigns. Identifying what caused a campaign to not succeed and use this information in future campaigns.
* If we could analyze the data by country, we could see trends in which countries have Kickstarters with the highest rates of success and which ones have the lowest rate of success.