1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Pivot One - The Theater parent category drives the most Kickstarter campaigns.
   * Pivot Two - Within the Theater category (and of all sub-categories), plays drives the most volume of all campaigns.
   * Pivot 3 - Of campaigns started for each month, December is the only month that shows less successes than failures while all the other months drive more successes versus failures. This could be due to it being a holiday month, so it’s likely best to not start a Kickstarter campaign in the month of December.
2. What are some limitations of this dataset?
   * The dataset is a sample as it only contains 4,000 projects of the 300,000 projects launched on Kickstarter. That’s only 1.33% of the total, so it’s difficult to anchor on the above 3 findings or to know if the 4,000 projects listed are a representative sample.
   * 9 categories exist in the data while there are 15 categories overall. 6 parent categories are missing in the data.
     + <https://www.kickstarter.com/help/stats>
   * The dataset is outdated with the most recent campaign starting in 3/15/2017 and the most recent ended campaign in 5/3/2017.
3. What are some other possible tables and/or graphs that we could create?
   * We could create a stacked bar graph counting how many campaigns were successful, failed, canceled, or are currently live per **country.**
     + **This would show us which country drives the most campaigns and their status and then we could potentially zero in on a country of interest.**
   * **We could create a bar graph depicting the number of backers (Y-axis) by parent category (X-axis).**
     + **This would show us the level of interest by category.**
   * **We could also create a bar graph depicting average donation size (Y-axis) by category (X-axis).**
     + **This would tell us the size of donation potentially expected for a certain category.**
     + **We would have to create a calculated column here as an average of an average is not ideal.**