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

* Creative-based campaigns such as theater, film & video and music had some of the highest campaign success rates across all parent categories.
* Spotlight was an important contributor to a campaign’s success rate.  In fact, all campaigns featured in spotlight succeeded.
* It appears that campaigns that were successful, on average, had lower financial goals than those that failed or were canceled.

1. What are some limitations of this dataset?
   * It’s hard to know intrinsically what characteristics cause a campaign to fail or succeed, since the success rate seems to be skewed by campaigns that were featured in Spotlight (editorial). I suspect that search among so many campaigns becomes cumbersome for the donor, so they tend to gravitate towards projects that are editorially featured.  This manual intervention could be biasing which campaigns succeed and which fail.
2. What are some other possible tables and/or graphs that we could create?
   * How did spotlight impact the outcome of the campaigns by parent category?
   * How did the financial goal impact the outcome of the campaign by parent category?
   * How did the average donation impact the success or failure of a campaign?