1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. One conclusion we can draw from the data is that the sub-category of classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcast, rock, shorts, tabletop games, and television has a 100% success rate.
   2. Another conclusion we can draw from the data is that campaigns in the theater category is the most popular category on Kickstarter. It leads by both overall volume (1393 campaigns) and by the number of successful campaigns (839 campaigns).
   3. Lastly, we can conclude that December is the lowest in volume of campaigns running. December has 35% less campaigns running versus the most active month of July.
2. What are some limitations of this dataset?
   1. One limitation of this dataset is that we do not know how effective each of the campaigns’ blurb were. If a well written and informative blurb contributed to a campaign’s success, this dataset does not represent it. Additionally, putting a value to each blurb is very subjective and can not be measure without bias.
   2. This dataset does not show any marketing campaigns taken on social media. By not having this additional piece of data we can not make an informed decision on how to help every category and sub-category improve their success rate.
   3. Lastly, the dataset only contains one year of data. The data of the surroundings years may shed light to wider trends within each category and/or sub-category.
3. What are some other possible tables and/or graphs that we could create?
   1. We can create a pivot table using the columns state, staff\_pick, and Count of state to evaluate whether a staff pick contribute to a campaign’s success or failure.
   2. We can create a word cloud to look at keywords within the title and blurb of the campaigns. This will show a trend and/or relation between certain words and its success rate.
   3. We can create a pie chart showing how many Kickstarter campaigns there are relative to each category.