1.

1. It appears from this data set that a majority of kickstarter campaigns are successful
2. It appears from this data set that more campaigns are in the theater category than any other.
3. It appears from this data set that the majority of campaigns are run in the US

2. Success and failure are measured relative to “goals”. As such, the data doesn’t necessarily tell us a whole lot about how much money can actually be raised.

3. We could run a table that shows success rates based on the amount of the goals and look for trends in that. For example, does the success rate go down based on the amount set as a goal?