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

* Given the provided data, we can conclude that the most popular category for campaigns overall was theater, with 1393 total campaigns.
* We can also conclude, given our sample, that campaigns started in the month of May had the highest volume of successful campaigns, with 233 total successful campaigns.
* The most popular sub-category of campaigns was plays with a total of 1066 campaigns.

1. What are some of the limitations of this dataset?

* We only have the total number of backers as well as the total dollars pledged. In reality, if we had 100 backers, 99 could have donated a dollar each and one backer could have donated however much money needed to accomplish the “goal”. It would be helpful to have some weighted data around amounts donated per backer rather than an aggregate.
* It would also be helpful to have information on marketing. Were videos created? How descriptive was the information on the campaign?
* We have goal and pledged, as well as dates for start and end. However, it would be interesting to see how quickly goals were met for these projects. Were some met a minute after launching? Were others met a minute before the deadline?

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

* It’s interesting to see actual counts of the different categories, but it may be more indicative to look at % of total values. I.E., of the 520 Film & Video campaigns, 58% were successful. This allows us to make apples to apples comparisons across the different categories on success/fail/canceled rates
* It would also be interesting to look at a distribution of projects by country. Did certain countries find more success than others?
* Finally, I would be interested in seeing a table on the distribution of backers to goal. Were there projects that had a goal >30,000 that only had 10 backers? Were there projects that had a goal of $1000 dollars with 1000 backers? Mixing this data in with some of the other tables/graphs could help us understand the data better.