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

The highest parent categories campaigned for funding are theater, music, and technology in that order.

For sub categories, ‘plays’ funding occupied the bulk of the all campaigns by far.

On average, January is the worst month to initiate a campaign, while it gets much better from February to June, and December has an equal chance to fail or succeed.

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

Sample size becomes smaller then more we dilute our units for analysis, for instance from parent to sub categories, hence data set becomes less representative of that unit.

When holding geographical features such as currency constant, data set again becomes smaller.

Not all campaigns ask for the same percentage of funding compared to business expenses. For those that also get their funding elsewhere, a fair comparison may not be made with a campaign that wishes to get all their funding from Kickstarter.

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

Percent funded against parent/sub category to show how popular that type of campaign is.

Average donation against parent/sub category to show how wealthy or passionate the donors who pledged to that category are.

Duration of campaign (deadline – launched\_at) against parent/sub category to show how much time that category usually allows for funding campaigning.