Given the provided data, we can draw the following conclusions about the listed Kickstarter campaigns:

1. Theater is the most popular parent category of the 4,114 Kickstarter campaigns analyzed, but the music category has the highest success rate (77%, vs. theater’s 60%).
2. Plays is the most popular sub-category, accounting for about 25% of all Kickstarter campaigns but is not necessarily the most successful, with a success rate of only 65%. 12 sub-categories have a 100% success rate: classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games and television.
3. The most successful years were 2010-2013 with an average success rate of 76%, but only account for 19% of all Kickstarter campaign launches. Most projects, 78%, were launched in 2014-2016 but only returned a 48% success rate. This may be evidence that there were too many campaigns launched during that period and backers had to either pledge fewer dollars to more campaigns, or more dollars to fewer campaigns. Backers had too many options and the campaign field was diluted.

Limitations of this dataset:

1. We can draw quantitative conclusions from this data set but cannot answer the question of *why* backers chose to pledge toward one campaign over another within the same category.
2. With this dataset we are only able to judge success and failure based on whether a campaign met its funding goal. If a project failed shortly after it met its funding goal, it would still be considered successful according to this criterion.
3. Sub-categories are still too vague to make any reliable predictions. Food, for example, is broken down into food trucks, restaurants and small batch. This does not help organizations decide which type of cuisine, for example, would be the most successful.
4. Country is the only location data point on these campaigns. This is very broad, especially for location-specific campaigns like restaurants, plays, theater spaces, etc.

Other possible tables/graphs to create:

1. Category or sub-category compared to the percent campaigns exceeded or missed their funding goal.
2. Success/failure compared to whether the campaign was a Kickstarter staff pick, sorted by category or sub-category
3. Success/failure compared to number of backers and/or average donation
4. Success/failure compared to funding goal with a standardized currency (all in USD, for example)
5. Success/failure compared to campaign length