1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. Campaigns in the category “music” have the highest percent chance of success.
   2. The sub-category “plays” has the most successful campaigns.
   3. Lower budget campaigns, in general, have a higher chance of success.
2. **What are some of the limitations of this dataset?**
   1. There is no data on donations over the life of a campaign (i.e. day 1, total donations = $xxx.xx, number of backers = yy; etc.). With this information it would be possible to analyze success/failure based on the rate of donations. While the average rate of donation for a campaign could be calculated using the current dataset ([total pledged] / [end date – start date]), this does not allow for analysis of human factors such as “group think” or “bystander effect”, which could tell us what threshold percentage of funding a campaign needs to reach and at what speed in order to maximize chance of success.
3. **What are some other possible tables/graphs that we could create?**
   1. Comparing average donation for each category or sub-category could give insight into how passionate the population is about that topic. (higher average donation = more passion)
   2. Comparing average goals for each category or sub-category with success rates could give another measure of population passion in that topic. (higher average goal combined with a high success rate = more passion)