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

*Conclusion 1:* Theater is the category for which there are the most Kickstarter campaigns.

*Conclusion 2:* Music has the highest percentage of successful Kickstarter campaigns.

*Conclusion 3:* Campaigns started during the holiday season are most likely to fail.

1. What are some limitations of this dataset?

*Limitation 1*: This is old data. No data for 2018, 2019. Things might be a little different now.

*Limitation 2*: Goal/donation sizes are in countries’ respective currencies so we can’t fully analyze campaign success across the entire data set to find a sweet spot goal dollar amount. We have to go by country.

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

*Possibility 1*: A pivot table that analyzes how many campaigns were successful, failed, or canceled, or are currently live according to whether campaigns were staff picks or not.

*Possibility 2*: A pivot table that analyzes how many campaigns were successful, failed, or canceled, or are currently live according to whether campaigns were spotlighted or not.

*Possibility 3*: A pivot table that analyzes the likelihood of being staff picked if your campaign was spotlighted.