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

* Given that the top 3 categories are theater, film & video, and music, we can conclude that many artists of various types are seeking funding via Kickstarter campaigns.
* Furthermore, by drilling down on these three categories, we can conclude that Kickstarter campaigns actually seem like a somewhat viable source of funding for these type of projects, considering all three had success rates greater than ~55% (although, it would be helpful to compare this figure to the total success rate across all campaigns).
* By examining the “success by month” line chart, we can see that Kickstarter campaigns are more successful in the first third of the calendar year. More information would be needed to come up with a “why” for this, however. Also, a better way to visualize this data would be to use percentages instead of raw counts (so the y-axis would be on a 0-100% scale).

1. What are some limitations of this dataset?

* I think we need more variables to evaluate if we are trying to determine what makes a successful Kickstarter campaign. A variable such as backer count would obviously be highly correlated to the success of a campaign (as seen in the Statistical Analysis tab), but what about other things such as quality of the Kickstarter Ad (pictures used, length of description, film trailers included, etc.), whether it was an “all-or-nothing” fundraiser, and amount of exposure on social media sites such as Twitter and Facebook. If we are actually trying to use this data set to inform potential fundraisers, this type of information would be very helpful to know.

1. What are some other possible tables and/or graphs that we could create?
   * I think it would be interesting to see what affect being chosen as a “staff pick” and/or being a “spotlight” campaign would have on the success rate of the Kickstarter (hypothesis would be that there would be a fairly strong correlation). We could also see which categories are more likely to be chosen as “staff picks.”