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

Upon analysis of the provided data, we can conclude trends and factors that contribute to the success of certain campaigns. For example, the top three categories of campaign projects that were most successful fall under “film & video,” “music,” and “theater.” Theater-related projects executed the most attempts (1400), with over half successful.

Thee sub-categories that showed the highest success rates include plays, rock, and documentaries. With theater and plays, however, the number of failed projects interestingly amount to a little less than half of the total campaign executions within its categories. It can be concluded that there is a specific factor that contributes to its overall success, such as a seasonal activity or the method they used.

Another conclusion we can draw from this dataset is the projects’ success counts in relation to a particular month. The third visualization we created shows trends for projects that have succeeded, failed, and were canceled per month. Interestingly, successful projects experienced a major decline from May to September, while the number of failed projects were increasing slightly during that time period.

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

While the dataset allows us to conclude the most successful projects based on its category/sub-category, limitations include qualitative factors that are not provided. For example, we are not able to derive specific methods that were used by organizations that were successful. Conversely, we are unable to determine factors that contributed to a project’s failure – what can organizations avoid in order to prevent failure? What can the organization do differently in order to ensure success? A column specifying particular methods would enhance the dataset significantly.

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

Potential charts and graphs we can include to further analyze trends in this dataset may include bar graphs that indicate how much money each backer paid on average. This can provide direction for organizations as they plan their funding activities. Using the “Percentage funded” and “Category” columns, we can see how much each category paid to reach their goals.