1. What are three conclusions we can make about Kickstarter campaigns given the provided data?  
   1. Historically, the data shows that the majority (53%) of projects are successful versus 37% of projects failing.
   2. The most common type of project is within the theater category, then music, technology, and film & video. Conversely, the least common type is journalism.
   3. Plays are by far the most successful sub-category of successful projects.
2. What are some of the limitations of this dataset?  
   1. While the amounts collected is reflective of the appropriate currency, there is no conversion provided which would skew the data i.e. the total amount of a project funded in GBP would reflect a lesser number with a higher value if considering the data from a USD standpoint).
   2. The data does not outline what is a failed versus cancelled project. Are projects cancelled because they failed or other reasons? Are projects considered “failed” because they do not reach a certain threshold by a point in time? What would that threshold be?
   3. The dataset has 9 total categories; how are these defined/what is the criteria that needs to be met to fall into this category (not provided) - what about the addition of a new category?
   4. Contribution per backer is not provided. It is possible that an entire project could’ve been funded by one backer while another could’ve had the most backers with the least amount of total contributions.
   5. Data could be skewed based on sample quantity; if a particular category simply has more projects than another. Conclusions could be better drawn if success rates were looked at based on the same number of projects per category.
3. What are some other possible tables/graphs that we could create?  
   1. Length of campaign (table column)
      1. Length of campaign vs total contributions
   2. Percentage funded vs category- what types of projects attract the most funding?
      1. Percentage funded vs sub-category
   3. Categories vs Months/Year – trends in categories; are any categories dwindling? Increasing?
   4. State vs Country vs Category – which categories thrive in which country?
   5. Total pledged vs country – which countries are more inclined to contribute to these campaigns?
   6. Backers per category – which categories are individuals most likely to contribute to?