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

1. A majority of campaigns fall under the “state” of success (53.11%). Failed campaigns follow with 37.19% of all projects. Canceled campaigns account for 8.48%. And 1.22% of campaigns are still live.
2. Theater is the most common category of campaign. Within that category plays are the most common sub-category. In contrast, journalism is the least popular category with only audio as a sub-category.
3. At the start of summer and at the end of the year, there is a significant decline in the number of successful campaigns started. From the graph on Sheet4, it seems that May is generally the best month of the year to start a campaign.

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

This is a general overview that excludes information such as how the campaigns were managed, how many social media shares did they get, what was the main outlets for advertising/gaining clicks, etc. Through doing an exit survey, we could gain helpful insights from successful projects for which methods of campaign management are the most successful.

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

If we examine goals vs status for each category, we can see that, on average, cancelled campaigns have a much higher initial goal than successful ones. Failed campaigns also have a slightly higher average goal compared to successful campaigns. This could mean that campaigns that set ambitiously high (and perhaps unrealistic) goals can often be less successful.

If we look at campaigns by country, it’s clear that a majority of projects originate in English-speaking countries with the US in the lead followed by Great Britain and Canada. By applying the count of state field, we also observe that the US has the highest number of successful campaigns. However, if we further examine the success rates, we would see that Great Britain actually has a better rate of success.