1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. Overall success rate is 53% and it is inversely proportional to the goal of the project [i.e. the lower the goal, the higher the success rate]
3. There are 12 subcategories with 100% success rate and 20 categories with 0% success rate

100% success

classical music, documentary, electronic music, hardware, metal, nonfiction, pop radio & podcasts, rock, shorts, tabletop games, television

0% success

Animation, art books, audio, children's books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, science fiction, translations, video games, web, world music

1. Data presents seasonality:
   1. Success rate is higher in second quarter and lower in September and December.
   2. Failed rate is particularly high around June, July and Jan
2. **What are some of the limitations of this dataset?**
3. Engagement metrics [comments, shares, likes, etc.] could affect project state rate [e.g. the higher engagement, the more likelihood of success]. We are missing data on engagement metrics.
4. Some categories are influenced by micro and macro economic factors.
5. Geography is limited to country and not to region [state or providence], which could add more interesting insights.
6. **What are some other possible tables/graphs that we could create?**
7. State [count and percentage] by subcategories
8. State [count and percentage] by country
9. Top success state subcategories sliced by success rate
10. Seasonality by country

These will give us a better picture on what segments [subcategories, countries] have had better success rate.