1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Out of these Categories provided in this dataset, Theater projects (specifically the Plays sub-category) had the most campaigns launched during this time period and had the second highest success rate (60%) for reaching their funding goal.
   2. 77% of Music projects Kickstarted successfully reached their goals. Music projects, on average, had lower funding goals than most other Kickstarter categories. Every Rock Music Kickstarter was successfully funded. Are Rock fans the most loyal?
   3. Every Journalism project ended up being canceled.
   4. 2015 was the most popular year for Kickstarter projects, but only about 46% of those projects were successful during this boom.
2. What are some limitations of this dataset?
   1. It would have been helpful to see more years’ worth of data. The newest project that was provided in the data was launched on 3/15/2017, and more data up until present day could’ve helped us to create more accurate analyses
   2. Demographic info, such as age or location, would’ve been useful to determining who is funding projects on Kickstarter.
   3. The company name/creator for whom the Kickstarter project belongs to is not included. Even though we are just looking at Kickstarter specifically, it would have been interesting to include similar data from Kickstarter’s alternatives IndieGoGo and Patreon. We could have used a LOOKUP function to cross analyze the data between Kickstarter, IndieGoGo, and Patreon to see if any of these Kickstarter projects are receiving funding on those platforms. Perhaps one of these projects is failing on Kickstarter, but is successful on IndieGoGo or Patreon. We could potentially use the company or creator’s name as the Lookup Value in the LOOKUP function
3. What are some other possible tables and/or graphs that we could create?
   1. Average Funding Goals for each Parent Category
   2. A line chart with the Year as the x-axis and count of total projects for each year on the x-axis. This could help provide a quick and brief look at which year was the most popular.
      1. We could drill down into each month or quarter this way too. Analyzing trends to determine what the best time of year would be to launch a Kickstarter campaign