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

* **Theater** is the **best project category** to launch on Kickstarter, based on the number of successfully funded projects. Paradoxically, theater is also one of the **worst performing categories**, with the greatest number of failed projects, along with **technology** (second greatest number of failed projects and greatest number of canceled projects) and **journalism** (all projects canceled). This paradoxical result can be attributed to the greater number of theater projects being launched in comparison with the other categories.
* At sub-category level, **plays** are the **best projects** to launch (based on number of successfully funded projects) in comparison with spaces and musicals.
* **May** and **June** are the **best months** to launch a project (based on the number of successfully funded projects), while **July** and **January** are the **worst months** (based on the number of failed and canceled projects).

1. What are some limitations of this dataset?

* Dataset only includes data regarding Kickstarter projects and not any other crowdfunding platforms such as GoFundMe, Indiegogo, Patreon, etc.
* Dataset only includes Kickstarter projects that were launched on and ended in years 2009 thru 2017. It is possible that trends from year 2018 onwards have changed significantly.
* Data from behavioral studies regarding the motivation of backers is lacking, for example, the effect of social media and/or social network (“virality” of a project may play a role in getting successfully funded).

1. What are some other possible tables and/or graphs that we could create?
   * Scatter plot showing Funding Goals vs Project Status for each category and/or sub-category
   * Pie chart showing Total Funds Raised and the corresponding category and/or sub-category it went to
   * Pivot table with Project Duration as row, Project Status as column, Count of State for values, filterable by category and/or sub-category, year, and country