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

* The category with the most Kickstarter campaigns was theater by far. It almost doubled every other category in the amount of campaigns run, with 1393 total campaigns. Music was second with 700 campaigns run.
* The sub-categories with the highest success rate in which over 100 campaigns were ran for each were Rock, Hardware, and Documentary. Each of these 3 sub-categories had a 100% success rate in reaching their goal.
* The least popular and successful month to run a campaign and reach goal was December. 252 campaigns were run in December, which was 46 less then the next lowest month. December is also the only month that had a higher rate of failed campaigns then successful, as there was a fail rate of 46.8% compared to a success rate of 44%.

1. What are some limitations of this dataset?

One potential limitation is that not every campaign had the same target as a goal. This can potentially cause us to misjudge the data since we are only looking at which campaigns reach the goal that they had set. It is possible that some failed campaigns raised more money than some successful campaigns but were considered a failure since they didn’t reach the larger goal that they had set. Another limitation could potentially be where these campaigns were run. Depending on the area in which a certain campaign was run, it could be less popular then if it was run in a different geographic location that had more exposure. For example: a theatre campaign that was run in New York City vs Wyoming. It isn’t clear which states in the USA they were run, so we’re unable to judge on which may have more exposure based on advertising and market.

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

We could use pie chart when analyzing the amount of campaigns that were run per category. This would still give us a very clear and accurate percentage and visual of which categories were most popular. We could also use a scatter plot when determining the percentage of campaigns that were successful during a set month. This would help to give us a good visual of which time of year most campaigns are run and if they are more likely to succeed or fail.