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

* Amongst categories, “Theatre” has had the most Kickstarter campaigns (1,393) during the timeframe, of which 60% have been successful and 35% have failed. Theatre is being driven primarily by “Plays” subcategories, which make up 76% of “Theatre” Kickstarter campaigns
* Of all Kickstarter campaigns during the timeframe, 53% have been successful and 37% have failed while the remaining were cancelled or are live. The most successful Category on a percentage basis has been “Music” (77% successful on 700 Kickstarters).
* On a monthly basis, earlier in the year tends to be more successful than later in the year with most successful campaigns occurring in May and December being the only month with more failed campaigns than successful camapaigns.

1. What are some limitations of this dataset?
   * Limited in the number of observations (4,000 of a potential 300,000 past projects).
     1. \*I’m skeptical of that these are the latest 4,000 because the data ranges from 2009 to 2017, and it seems odd that there would be so many prior to 2009
   * Limited by Location as it only tells the Country location
   * The “Goal” is not necessarily a strong indicator to show if the campaign is successful. While there may be guidance on the appropriate number to choose, it is not an exact science.
2. What are some other possible tables and/or graphs that we could create?
   * Create table to show % successful or failed by Category and Subcategory by Country
   * Bar chart to show state by Country
   * Table to show average donation by Country, Category and Subcategory