**1. What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* Based on category analysis, projects in the arts (e.g., film & video, music, and theater) have the best success to failure ratio. The remaining categories are more likely to fail/get canceled, then succeed, with journalism having only canceled projects
* Basing your analysis on category only, could set you up for failure if you don’t then look at the sub-categories. For instance, while theater may seem highly successful on Kickstarter, that is mainly due to the sub-category of plays, which is 2 to 1 success to failure; musicals and spaces are close to 50/50 for success/failure. So, make sure to deep-dive into the sub-categories over just looking at categories alone
* Based on the dates analysis, project success over failure starts to drop off in Jun/Jul, with the worst months being Aug-Jan (of these months Nov best). The best stretch of months is Feb-May.

**2. What are some of the limitations of this dataset?**

* There should be a common currency when looking at the data, especially for the bonus analysis; would add two additional columns next to goal and pledge that converted them into one common currency for all projects
* Would like some data that could reflect effort behind campaign, e.g., how many times was a link to the campaign shared, how many views did the campaign get vs actual backers
* More demographic data besides country, e.g., city if applicable, target age group, who were they trying to reach with campaign

**3. What are some other possible tables/graphs that we could create?**

* Chart success/failure measured against how many days campaign was open for (i.e., how many days between launch and deadline); there may be a sweet spot for length of campaign
* Combine Category/sub-category/time of year all in one pivot table for a deeper dive; e.g., don’t want to conclude based on pivot table for categories and pivot table for dates, that theater in April would be very successful, without plotting all demographics on same table/chart