1. 3 Conclusions given the data and analyses we did:
   1. The top 3 categories of kickstarter campaigns (but number of total, including successful, live, failed, and canceled)
      1. Theater
      2. Music
      3. Technology
   2. The Music category has the greatest percentage of successful campaigns at 77%
   3. It appears that the greatest number of successful campaigns are *created* in May
2. The dataset contains a large amount of types of data that can be manipulated, however it does not contain certain variables that would create a better story. For instance, there is nothing on what sort of marketing each campaign had – how do we know that a campaign might have failed because no one knew about it and it wasn’t marketed well?
3. There are plenty of other data types we should be looking at to get a better picture.
   1. Instead of looking at counts of successful/failed/canceled campaigns, look at the *percentage* of successful/failed/canceled campaigns that way you can compare categories to each other
   2. Look at average donation amount in relationship to total goal amount, which is a way that we can standardize campaigns further and identify if certain campaigns were successful only because of a few key contributors vs mass appeal
   3. We should also compare the success of campaigns to the length of time they are active – perhaps a campaign that is active for 2 months is more likely to be successful than one active only for 3 weeks