1. ***What are three conclusions we can make about Kickstarter campaigns given the provided data?***
   1. Projects in the music category have the highest success rate (79.4%) and projects in the food category have the lowest (17.5%)
   2. Theatre is the category with the most projects and the second most successful (61.3%), making it therefore the category with the most successful projects by absolute number (839). The vast majority of those projects are theatrical plays (82.7%), who enjoy a success rate of 66.3%
   3. 2015 saw a peak in the number of projects that by 2017 had returned back to 2013 levels, showing a possible loss of interest (see chart). This also shows a much higher success rate prior to 2013.
2. ***What are some of the limitations of this dataset?***
   1. There are no data available about the kind/level of rewards offered per project. It would be interesting to see how this correlates to the amounts raised and to success rates.
   2. There are no data available about the number of potential backers that viewed/considered each project but decided not to invest. This would be an indication of how successful the promotional campaign was for each project in drawing attention, and how much of a factor that was to the final outcome compared to the actual quality of the project.
   3. There are no data available about the profiles of the project owners. Some people may decide to invest, at least to some extent, based on who is going to implement the project, their experience, how much they like them etc. This would also give an indication of what kind of people invest in what kind projects and for what amounts.
3. ***What are some other possible tables/graphs that we could create?***
   1. The chart shown above (and respective table) breaking the number of projects by year instead of month
   2. Tables/charts including the calculation of success rates, and possibly the number of backers and/or the average investment, would allow to show a possible correlation between success and size/number of investments.
   3. Tables/charts showing the goal levels for successful vs unsuccessful projects within each category. This would show if there is a correlation of projects being unsuccessful because of too ambitious goals.
   4. Tables/charts showing the duration of the campaign (Date Ended – Date Created) in comparison to the goal set and the total amount pledged, and possible correlation with the success rate.
   5. Scatter chart of average donation to goal set.

*Peter’s Note*: this was written before I worked on the bonus section, so I see now that there is some overlap but I didn’t remove it.