1. Three conclusions about kickstarter campaign?
   1. The most popular kickstarter campaings are in theater, music, technology, and film & video. It so happens that the most successful campaigns with a rate of success above 50% are also in theater, music, and film & video. Technology is the exception with less than 40% level of success.
   2. We can further explore by subcategories which are the most popular and successful within these parent categories. Within ‘music’, rock and indie rock are the most popular type of music in kickstarter. While faith, jazz, and world music have the highest levels of failures/cancelations. Within the category ‘theaters’, plays are by far the most popular ones with over 1000 campaigns. While in ‘films & shorts’, documentaries, shorts, and television are the only successful ones; with animation, drama, and science fiction being the only ones that exhibit failures/cancellations. In technology, wearables, web, and hardware are the most popular campaigns. Interestingly, hardware exhibits 100% success rate while wearables and web exhibit more than 85% failure rate.
   3. We can also analyze these set of data by month which can provide interesting trends. For film & video, there is a peak in production in March, June, and October, and the highest level of failures are between July and September. In theater, there is a peak in production between May and July. In music, there is a slight increase in the number of productions at the beginning of the year that slightly drops towards the end of the year.
2. Limitations of the dataset?

One of the main limitations I can see with these datasets is what is considered ‘success’. Within these metrics’ success is limited to determining if you are able to raise the amount of money you originally set out to raise. Not surprisingly, the lower the amount of money, the higher the success rate (since raising higher amounts of capita is harder). It would be very useful to have additional metrics of what ‘success’ could mean, such as ratings of the product/production, percentage of profit, and amount of product/seats sold.

1. Other possible table/graphs we could create?

An additional table and graph that I created that I found to be useful is the percentage of overall campaigns within categories and subcategories that were successful or failed. This way, instead of having total numbers, we have an overall percentage of what failed and what succeded, giving us a different insight into what is more likely to succeed or fail and not necessarily what is the most popular (with the caveat of having a smaller sample size).