1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Over the observed time period, the majority of KickStarter projects have been “arts” related, as the top 4 categories are over the observed time period are:
      1. Theater (34% of total projects)
      2. Music (17% of total projects)
      3. Technology (15% of total projects)
      4. Film & Video (13% of total projects)
   2. Within the Theater category, plays are the most frequent project types (sub-category), followed by musicals, and spaces. Plays also have the most success with being fully funded.
   3. Music projects appear to have the highest success rate (77%) amongst all the categories (average of 53% across all categories). While, food projects had the lowest success rate (17%) and highest fail rate (70%). Journalism had the highest cancel rate (100%) of any category, well above the 8% across all categories.
2. What are some limitations of this dataset?
   1. Time period – The data does not cover the most recent time period (stops at May 2017)
   2. Granularity – The data does not have granularity to answer the questions, “Of the successful projects, how much of the funding was provided by the top 5 donors?” or “Do more donations come in closer to the launch or closer to the deadline?”
   3. Explanation – Not all of the fields in the dataset are explained (e.g., staff\_pick, spotlight)
3. What are some other possible tables and/or graphs that we could create?
   1. The success rate (# of successful fundraises / total for category or sub-category) over time (by month and by year)
   2. Average donation size by category or sub-category over time (year and/or month)
   3. Range of donors and average donations by category or sub-category for any given year