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

The provided data allows to draw a few conclusions:

* Music campaigns are most likely to be successful. On the other hand, Technology campaigns are more challenging, with a noticeable high number of cancellations (over 50% of total cancellations). More information is required to dig into the reasons that make a technology project significantly more prone to cancellations.
* If we were to identify the best time to launch a campaign, December seems to be month to avoid as it shows the smallest percentage of success; February, April and May have the highest success rates.
* Even though close to 2/3 of campaigns are US based, the outcomes the US vs the rest of the countries are similar: more than 50% result in success (in both cases) and between 8% (in the US) and 10% (rest of the world) are cancelled.

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

The dataset does not provide information on some of the aspects that make a project attractive and therefore can influence its outcome. Some of the data points that could be included are the rewards offered, the quality of the message delivery, and the experience of the creators.

Another piece of information that would help the analysis is identifying the causes of the cancelation of a campaign. The internal of external factors that push the creators to make that decision.

Finally, knowing what backers are repeat backers would help know if the campaigns are attracting new people and expanding the audience for the platform.

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

Other graphs that could provide additional insight are:

* The number of dollars pledged by state. If we include the goal as a value too, we can compare the goal amount, the pledged amount and the outcome of the project.
* A graph that presents the average donation per category could help identify what type of campaigns receive higher contributions.