1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

2. What are some limitations of this dataset?

3. What are some other possible tables and/or graphs that we could create?

1. Three conclusions we can draw from the Kickstarter campaigns are:
   1. Just over half (53%) of Kickstarter campaigns were successful.
   2. Of all the Kickstarter categories, theater has the highest number of total campaigns (1,393), while music has the highest percentage of successful campaigns (77%).
   3. Food campaigns have the highest rate of failure (70%)
2. There are several limitations of this data:
   1. We do not know where there Kickstarter campaign are based. Is it easier to get funding in metropolitan areas vs. rural areas?
   2. We don’t know who’s in the pool of donors. They seem to be more likely to fund the arts & music.
   3. We don’t know what the potential ROI could be for funding these campaigns. Is there a potential to recoup your investment?
3. I would really like to dig into:
   1. Subcategories successfully funded by country.
   2. Average donation and number of donors by subcategory.
   3. Average price per campaign per category. Is there something cost prohibitive about tech?