1. The three conclusions we can safely make are:
   1. The most successful campaigns globally were likely to be in the arts-related categories of film & video, music, and theater. They all possessed an over 50% success rate.
   2. The smaller the goal amount, the more likely a campaign was to succeed. Campaigns with a goal of less than 5000 were 66% likely to succeed while campaigns with goals less than 1000 were 71% likely to succeed. This made up 57% of total successful campaigns.
   3. Most people seemed keen on launching campaigns at the beginning of summer, in the May through July months, but it didn’t seem to have a significant impact on whether a campaign was a success or failure.
2. The categories seem a little too broad, the theater category could definitely use a few subcategories to see what genres are getting more backers.
3. Graphs that further illustrate how the campaigns perform overseas would be helpful, it seems the vast majority of data is collected from the U.S. – which makes sense since Kickstarter is most popular stateside – but different countries are likely to back different causes. A graph that also showcases which campaigns routinely exceed their goals would possibly help determine what is likely to succeed in the the future.