1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater projects – play projects in particular – are the most common category of projects to use Kickstarter for funding. To a lesser extent, music and film are also common categories.
   2. The above categories also tend to be more successful than others on Kickstarter – there is possibly a correlation between the theater projects’ success rate on Kickstarter and the popularity of using Kickstarter for funding theater projects.
   3. More projects tend to be created on Kickstarter towards the start of the year than towards the end of the year.
2. What are some of the limitations of this dataset?
   1. The dataset uses multiple units of currency, which may skew comparisons. For example, since 1 USD is equal to 0.76 GBP, a project with a goal of 1,000 USD and a project with a goal of 1,000 GBP are not comparable – but this is not reflected in the charts.
   2. The dataset does not track pledge rewards that might incentivize backers to contribute more to the goal, and the average donation calculation equalizes the pledged amount across the total backers, so it is difficult to identify the projects’ marketing strategies, which could also contribute to a project’s chance of success.
3. What are some other possible tables/graphs that we could create?
   1. A column chart showing the average number of backers per project for each category and/or sub-category could show how popular different categories of projects are among backers.
   2. A line chart showing the number of successful, failed, and canceled projects as the amount of time allotted for a project – calculated by subtracting the created date from the deadline – increases.