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

Based on the data, we can conclude that campaigns in the category of Music have the highest odds of success.  Technology related campaigns appear to be plagued with not only a high number of failed campaigns but also the highest percentage of cancelled campaigns.  Campaigns that were focused on publishing, journalism, and food were also highly likely to fail. A fourth conclusion is that campaigns that are staff picks that are also Spotlighted were very successful in reaching their funding goal.

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

The dataset may have many limitations.  For example, campaigns may occasionally be miscategorized, leading to false positives in the data. This could be done by either the campaign creators themselves or the algorithm that Kickstarter users to categorize campaigns. Additionally, categorization guidelines may change over time, potentially creating false positives in the data. There may be an algorithm at Kickstarter which automatically spotlights a campaign once it has reached 100% of its goal, which would skew the data. Further, the data does not reveal the look and feel of the campaign pages individually. There may be certain visual factors that are present in successful campaigns and largely absent in others, but our data cannot offer us this level of granularity within each campaign. Additionally, our data does not reveal anything about each campaign’s founders. There could be commonalities among founders of successful campaigns such as having a large network, having access to capital, etc. Founders could use Kickstarter as a way to gain exposure even though they already have most of their funding already committed. Finally, the data does not highlight if a founder has had more than one campaign. A savvy founder may be skilled at raising money on Kickstarter and use it for several campaigns, while an unsuccessful founder may only use the platform once. Richer data could reveal more details such as the aforementioned points.

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

A graph that examines the relationship between total dollar amount requested vs. likelihood of success would be valuable in highlighting if correlations exist between the data variables. Other graphs could look at the time of day when a campaign is launched to see if it is more likely to be spotlighted or a staff pick based on when it is initially launched on the site. Research suggests that successful companies have easy to remember, easy to pronounce names so a graph could examine the relationship between campaign name length/complexity and success of the campaign. Overall, many other tables and graphs could be created to more deeply examine the data.