1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theater projects may have the highest number of individual successes across all categories, but Music projects have the highest percentage of individual successes of any category.
   2. Every project KickStarted to fund a documentary has reached its target goal, with 180 successful movies funded across the globe.
   3. Interesting anecdote: all 103 hardware and 52 tabletop game projects launched in the US have succeeded.
   4. Add’l insight: for any number of reasons, May has the highest number of successful projects, both nominally and as percentage, for projects launched in any given month.
2. What are some limitations of this dataset?
   1. Its static nature. If these calculations were being run based on a more dynamic dataset we might have more accurate insight.
   2. Additional limitation regarding static nature of the data: other key data elements may be captured for the same records in the source database, but our dataset, and therefore our list conclusions, is limited to what was pasted in from the source and we therefore have no insight into this related data.
3. What are some other possible tables and/or graphs that we could create?
   1. We could leverage the plot of the different State buckets across the time-series and further stratify to show which categories/sub-categories of projects have been more successful over time, i.e. if there were a lot of technology projects when the site was created, but it’s now mostly used to fund plays, for example. This would require changing the x-axis from displaying on a monthly to an annual basis and charting successes against launches since creation, possibly only presenting those categories/subcategories with the largest delta from earliest launch date to today or those with the highest number of launches from each of the same periods to reduce noise.
4. Bonus Statistical Analysis:
   1. The median summarizes the data more meaningfully, as it is less susceptible to influence from outliers.
   2. There exists more variability with successful campaigns, which makes sense given a project might find success with few large backers or many small ones whereas the projects that fail would presumably do so due to inability to garner sufficient backing.