1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   * Based on historic results, Music as the category with the highest success rate, is the most promising campaign with success rate of all where nearly 8 out 10. This rate decreases for theater, film & video to almost 6 successful out of 10. While photography contesters had a 50% chance of becoming successful.
   * Technology is offering a median ground for success; while our records show that such projects are equally prone to cancelation as well as being equally at risk of failure, resulting in success rate of 33%. It is worth mentioning that while other categories, see insignificant cancelation rate (less than 10%) the cancelation rate in technology is higher than other categories by orders of magnitude.
   * Our records show that the least favorable categories are food and games with success rates of respectively less than 2 and 4 out of 10 campaigns.
   * Based on historic results, it can be interpreted that the backers tend towards and trust to invest in a broader category of arts and entertainment or the campaigns which requires work of smaller group of people to appeal to a broader group of audience. Ie a rock band of 15 individuals – including the artists and the behind the scene crew- can play for a stadium of 100k audience vs a restaurant with 20 staff members can serve 100 people at a time.
   * Looking at the music category it can be shown that rock and pop music and their offshoots would find certain chance of becoming successful, while on the contrary, faith and jazz music did not have a luck so far.
2. **What are some limitations of this dataset?**

* The dataset does not tell which sort of backers were appealing to each campaign. Ie if a group of individuals with small but numerous donations were backing a certain campaign or there were small to large investors/companies investing in an idea. Also, the nature of the backers and their areas of interest is unknown.
* Experience level of each campaign is unknown. Experience could be a determining factor in campaign succession.
* Initial investment in each campaign to make it appropriate for the contest is unknown and therefore, no judgment can be made on it being a factor.
* Cancelation reason is unknown.

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

* Pivot chart: Percentage of successful, failed, canceled for each category and subcategory.
* Clustered column chart: Goal and pledge money for each category and sub-category.
* Line chart: Average backer contribution per category and sub category.