1. 1. As a whole, within this data-set theater comprises the largest category of Kickstarter projects.
   2. Plays are the proportionately the largest category as a whole within this data-set.
   3. Journalism is the smallest category of Kickstarter projects in this data-set.
   4. There is a generally upward trend in the number of Kickstarter projects over the years from 2009-2016.
2. 1. We do not have any information on the type of sampling used in order to collect this data and cannot say definitively if it is representative of all Kickstarter projects. It would be helpful to see the sampling structure and confidence interval in order to determine both the validity and reliability of the provided data.
   2. There is a lot of quantitative data here which might be improved by adding qualitative data for a mixed-methods approach in order to get other types of data.
      1. An example of this might be looking at whether visibility might be a factor in the outcome of Kickstarter projects. People are not going to donate for a Kickstarter project that they don’t know exists. It could be helpful to find out in a survey or focus group how people come across the projects that they donate to and how they promote and advertise their own projects.
      2. Another example is that this data set does not include anything about rewards for those who pledge certain amounts of money to different projects. This is possibly a gap as rewards may play a part in incentivizing backers to donate certain amounts of money.
      3. There is also a lack of information as to why people cancel their Kickstarter projects.
      4. Similarly, how much do the unused variables “spotlight” and “staff pick” play a factor in success?
   3. The variable “Goal” is useless as it is as the raw numbers cannot be compared without converting to a single currency.
   4. The formulas for conversion do not take GMT into account and there is not enough information in the data set to determine the GMT for several countries have multiple time-zones.
   5. Percentages would be much more useful than “count of state” in order to provide greater clarity in data trends.
   6. These charts and tables are still incredibly overwhelming and unclear. Even if the research design and sampling method are valid and reliable, it is very difficult to make any claims on Kickstarter projects in general without the ability to control for certain variables or weed out spurious relationships based on possible confounding variables.
3. 1. In order to provide greater clarity into the data set, it would be useful to have a pie chart of all the categories broken up into percentages and then individual pie charts for each category broken down into their sub-categories. This would help to understand the relative sizes of the categories and sub-categories.
   2. Pie charts showing the proportion of Kickstarter projects from each country would be helpful to understand where projects are coming from.
   3. After standardizing the currency for “goal,” it might be useful to create a line graph of goal v state in order to see if perhaps smaller goals are more likely to be successful.
   4. If the variables “Date Created Conversion” and “Date Ended Conversion” are correctly calculated, then it might be worth seeing if the length of the time between the two is related to “state” in any way. This could also be another line graph.