**1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. About 54% of campaigns were successful in the 2009-2016 period. For the three most recent full years combined (2014-2016), the rate of success for campaigns is 48%. 2014-2016 had over three times as many campaigns than 2009-2013.
2. More successful campaigns start in May than any other month. Also, campaigns that start in May have the greatest rate of success.
3. Music campaigns have the greatest rate of success. Among music campaigns, rock campaigns are the most successful.
4. Publishing campaigns have the highest rate of failure/cancelation (other than journalism campaigns, of which all 24 have been canceled).

**2. What are some limitations of this dataset?**

1. 4,000 projects are a very small subset of the 300,000+ projects started on Kickstarter, so any analysis may not be accurate or reflective of all campaigns.
2. The most recent year included in the dataset is 2017. More up-to-date data may give a better picture of current trends.
3. Pledge/goal amounts are listed in different types of currencies, and as a result, would be difficult to compare across campaigns.

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

1. Assuming pledged amounts have been converted to one type of currency (e.g., USD), you could see which categories/subcategories had the highest pledged amounts.
2. You could sum ‘backers\_count’ to see which categories/subcategories had the most backers.
3. You could average ‘backers\_count’ by category and state to see the average number of backers a campaign needs to be successful.
4. You could count the number of campaigns by ‘state’ and ‘staff\_pick’ to see if staff-picked projects had a greater rate of success/failure. Similarly, you could count campaigns by ‘state’ and ‘spotlight’ to see if spotlighted projects had a greater rate of success/failure.