1. Based on the data provided, we can conclude that:
   1. Out of all the categories, theater had the highest number of Kickstarter campaigns, specifically, in the plays sub-category. However, the category did not have the highest success rate (60.23%). This could be due to the high volumes of theatre campaigns in the plays sub-category, as opposed to the diversity of the music’s sub-categories. Plays was 1 of 3 sub-categories and made up over 76% of the theater Kickstarter campaigns. On the other hand, the top sub-category for music (Rock) makes up 37% and shares the category with 8 other sub-categories.
   2. The number of successful campaigns consisted of over half of the total number of campaigns observed.
   3. About 73.8% of campaigns shown in the dataset were located within the U.S., which could be expected considering the Kickstarter was a U.S. born idea. However, the success rate of campaigns within the U.S. (54.3%) did not vary much from those in non-U.S. countries (49.6%).
2. A limitation to the dataset would be the lack of data which could correlate to the success or fall of a campaign. Additional data points such as a survey or industry experience by the campaign’s starter would be factors that could contribute to the campaign reaching or exceeding its campaign goals. The survey could be a quantifiable review (like out of 5 stars) to give perspective on the public’s overall opinion on a campaign. Industry experience could be like number of years in the industry or number of similar projects done by the person/business within the past.
3. Another table to explore could be within the relationship between campaigns that had the spotlight/were staff picked compared to those what were not. After filtering the chart to see the effect spotlight and staff pick can have on a campaign. From what we can see, a campaign that is staff picked has an 87% success rate when compared to 48% when not staff picked. On the other hand, campaigns which were featured on the spotlight had a 100% success rate compared to 0% for non-spotlighted campaigns. This would lead me to the following possibilities:
   1. A staff picked campaign could have created additional exposure and interest from supporters after being featured.
   2. The spotlight feature only initiates when a campaign garners attention on its own and may further build on that momentum. Those that were not featured on the spotlight had failed or have yet to gather attention or interest in the campaign.

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