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 its runner-up, the “music” category. “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”, made up 37% and shared 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 the track record of campaigns on Kickstarter 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 were spotlighted/ staff picked compared to those what were not. After filtering the chart to see the effect spotlighting and being staff pick can have on a campaign, we can see that campaigns that were staff picked had an 87% success rate 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, which led to the increased success rate compared to those that were not.
   2. The spotlight feature only initiates when a campaign garners attention on its own and further builds on that momentum. Those that were not featured on the spotlight had failed or have yet to gather attention or interest in the campaign.