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

1. Projects started in the first half of the year have higher success rates. Perhaps this is due to people starting to save for the December holidays.
2. The projects that tend to succeed more are the ones of an artistic nature (film & video, music, and theater).
3. The “Technology” category attracts the most backers and the second-highest average donation in general. However, these 2 variables don’t correlate that well to the success of the projects, as they fail 50% of the time. On closer inspection, the “Web”, “Gadgets” and “Wearables” sub-categories have a very high failure rate, while the “Hardware” and “Space exploration” have a very high success rate. So while creating a “Technology” project may seem like a 50-50 proposition, in reality there is a very sharp contrast between sub-categories, and you can increase your success rate by creating a project in the right sub-category.

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

1. We don’t know the countries from where the backers come from. Perhaps some projects have more international appeal than others.

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

* Average donation per category
* Average backers by category
* Relationship between duration of the project and the estimated number of backers necessary for it to be successful
* By how much does a category/sub-category usually exceeds of falls short of the goal