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

* In terms of categories, the most popular categories are “Theater” and “Music”; “Food” and “Games” have the highest rate of failure; “Technology” has the highest cancellation rate
* In terms of seasonality in aggregate the optimal time for launch would be Feb-Jun and Oct-Nov however this trend may vary depending on a specific category
* “Technology” by far received the most interest from investors ($23.4M) with “Film & video” being distant second with $5.7M

2. What are some limitations of this dataset?

* It’s unclear if the currency exchange rate is taken into account in the pledged and goal amount numbers
* It’s unclear if inflation is take into account and adjusted for when comparing investment amounts for different years

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

* Average donation trends over time / by category
* Percentage funded over 100% by category
* Correlation between number of backers and total pledged amount as well as between average donation amount and total pledged amount overall and by category
* Correlation between initial goal and total pledged amount