What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Journalism is for whatever reason not the best area to start a campaign on; there were 24 started and all 24 were canceled.
* Funders prefer Music, film & video, and theater, hardware,. So if you are looking to get into those areas Kickstarter might be the route for you, especially music.
* Hardware along with several others have 100% success rates, this goes with Kickerstarters idea, of funding startups.
* Don’t launch a campaign in December, this is the one month that had more failed than successful. In addition, it appears the best time to start one is Jan-Feb, peaking with successes in May, though this does some what follow the “failed” line.

What are some of the limitations of this dataset?

* No reasoning behind the state of projects, you don’t know the details of the fails/canceled or even successes
* We don’t have date canceled, funded, failed, etc. It would add an extra element.
* Demographics of funders.

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

* Goal amount to pledges – are smaller goals more likely to be funded?
* Analyzing average funder donation to funding goal to see if it were actually popular or if there were just a couple friends and family that funded it.
* We do not have a table to show launched/deadline/funded to see how quickly or how long it took to fund.