* What are three conclusions we can make about Kickstarter campaigns given the provided data?
* **The higher the goal, the higher the likelihood of failure.** This tracks with common sense; it is easier to raise $1,000 than it is to raise $20,000.
* **Certain categories are better suited for kickstarter success.** It would appear that selected creative endeavors that traditionally rely on patronage (like popular genres of music, plays, and film) have more success than businesses or ventures that might have other means of raising money (such as restaurants or products).
* **Timing matters.** Campaigns launched in December have the lowest success rate overall. This could be because money is earmarked for other things (gifts, holiday travel, end of year expenses), or because it is historically a busy time of year with a lot of competing messaging. Further, following the 2013 launch of the mobile app, there was a major increase in total number of campaigns, accompanied by a decrease in the overall success rates of campaigns. This could be a symptom of the company’s success. Hearing about the previous successes of other ventures, new ventures crowded the marketplace, asking for more money than the market could support.
* What are some of the limitations of this dataset?
  + The data is aggregated -- without donor level data, we can’t tell if there are whales or loyal investors, and without more detail regarding the campaigns themselves, we can’t tell whether or not some successful campaigns were tapping an already-established donor base to launch new endeavors.
  + The data stops in early 2017, which gives only 3 years of trending post-mobile launch.
  + We don’t have any site usage data; I looked up the launch of the mobile app on my own, but would be nice to have unique pageviews, daily active users, and user location/demo data to better understand and explain the trends.
  + The site appears to be used mostly by English speaking countries.
* What are some other possible tables/graphs that we could create?
  + Success/fail rates, campaign counts, average donations, and average goals over time to track trends in the site’s growth (I like stacked area for success/fail rates)
  + Average donations and goals by category, sub category, country and time of year.
  + Counts of success/failure by country