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

* The most successful Kickstarter campaigns seem to occur in the beginning of the year peaking in May.
  + A possible reason for this might be that people have their disposable income again after heavier spending during the holidays, and also in the beginning of the year, there can be tax write offs for charitable donations.
* There appears to be a drop off in the summer on through September.
  + Possible reasons for this might be increased household spending in the summertime – vacations, kids in summer camps etc so people are less willing to donate to campaigns.
  + Also spending on school supplies in September
* There is also very steep drop in December
  + Might be explained by peoples’ money going to gift buying and other charitable giving instead.
* In that same vein, failure of Kickstarter campaigns peaks in January and the summer as well as October.
  + What does the time period for “failure” of campaigns look like? All these periods follow the drop offs of successful campaigns, so “failure” might mean one month or two after the periods mentioned above (ie: failure in January after low success during the holiday season in December.
* Cancelled projects remain fairly consistent – no real highs or lows so decisions to cancel weigh more on the submitter than whims of the year/holidays.

1. What are some limitations of this dataset?

* We don’t know *why* these campaigns were successful or failed. Other than a short blurb, we don’t have insight into message, possible poor wording or not having nice visuals for why some failed, or just not offering products of interest. Conversely, we don’t know what successful campaigns did right. We do know that theatre and music categories have the most success, and food for instance has more failures than success, but we don’t have insight on what kind of messaging occurred with successes for certain categories vs. failures.

1. What are some other possible tables and/or graphs that we could create?
   * We could create a new graph showing date created as well as date ended which we do have in our data set, and track that along with campaign successes and failures. So, if “failure” means it didn’t collect enough money by its date ended, we can see if “date ended” occurs during which “success or failure” peaks and dips and draw possible conclusions that way.