1. Three conclusions

* Don’t start a kickstarter during December
* Music has a higher percent of reaching the goals
* Restaurants mostly fail

1. Limitations of the data

* The data doesn’t suggest any foot work to get funded
* It doesn’t tell the story of the work needed to get funded

1. What else could you do with the data set

* Rank the category and sub categories with the highest average donation
* Average length of each kickstarter