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

* These sub-categories of the sample never had successful kickstarters:
  + Animation
  + Art books
  + audio
  + childrens books
  + drama
  + faith
  + fiction
  + food trucks
  + gadgets
  + jazz
  + mobile games
  + nature
  + people
  + places
  + restaurants
  + science fiction
  + translations
  + videogames
  + web
  + world music

Similar potential kickstarters could expect similar results and should be take that into consideration before deciding to go live.

* Subcategories that of the sample only had success:
  + Classical music
  + Documentary
  + Electronic music
  + Hardware
  + Metal
  + Nonfiction
  + Pop
  + Radio
  + Rock
  + Shorts
  + Small batch
  + Table top games
  + Television
* Plays is the most prolific subcategory, 1000 kickstarters with 694 successes (66% percent success rate)
* On average over the period of data collected, December is the least successful month. May and February are the most successful months. After peaking in May, there is a sharp decline in the success of kickstarters. This suggests that before May is more ideal time to lauch one.
* Cancelations of kickstarters peaked in July and November.

1. What are some limitations of this dataset?

* The data isn’t very helpful if you already have an idea under a certain category/sub-category and want to know more about why certain campaigns under the same category as yourself were able to be successful.
* Doesn’t say anything about the virality of campaigns, how well the marketing of the campaigns did on other sites
  + how many interactions did it get
* Was there name recognition for any of these? Did any celebrity shout them out or started the campaign itself?
* I think having a max donation or median donation stat would be useful stats to have to see how it got funded. Was it by one person primarily or was it by several people doing small amounts

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

* Success rate per sub category
* Look at duration of campaign
* Comparing the average donation size between category
* Filtering outcomes based on goal size by category/subcategory
  + Do certain categories not find success on kickstarter simply because the average goal for that category is too high?
* Graphs visualizing the percentage funded, how close were they to success?
* What effect did spotlight/staff pick have on success