1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. May features the largest number of campaigns launched (386), the largest number of successful campaigns (234), and the largest delta between successful and unsuccessful campaigns (108). All other things being equal, May seems like a good time to launch a campaign (although February has a slightly higher ratio of successful to unsuccessful).
   2. December has the lowest number of successful campaigns, and while this month has the lowest number of overall campaigns launched, it is the only month of the year when unsuccessful campaigns outnumber successful campaigns (possibly because potential backers are distracted by the holidays).
   3. The majority of Kickstarter campaigns are successful!
   4. There are enormous disparities by category, with many featuring exclusively failed campaigns (animation, art books, audio, children’s books, fiction, just to name a few at the start of the alphabet), whereas other categories (electronic dance music and non-fiction) do very, very well.
2. What are some limitations of this dataset?
   1. We don’t know the people behind the campaigns and if the most successful examples are all the result of a few talented individuals or well distributed among members.
   2. It’s a fairly large dataset, but covers a global activity, making it hard to distill distinct trends among specific categories in specific countries (a Danish animator would have one previous campaign to learn from).
3. What are some other possible tables/graphs that we could create?
   1. Looking at Percent Funded by category could be helpful for an entrepreneur trying to decide which type of project to pursue.
   2. Looking at average donation and the number of backers would provide useful insights when formulating the strategy for a campaign (Do you target a smaller pool of high impact backers or a larger pool of small backers? Can you focus on your weakness: either increasing the number of backers or the average donation?).