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

A) Music is the most likely to succeed, games and food have the highest failure rates. Lowest rate of success based on all the years is December.

B) May has the highest number of successful campaigns, whilst Jan, Jun, Jul and Oct have the highest number of failed campaigns.

C) The average number of backers for successful campaigns is 11x higher than failed, while the median is 15.5x higher. As the campaigns become more expensive, their rates of failure and cancellations also incread.

2. What are some limitations of this dataset?

The initial analysis was done in absolute terms, relative terms as a percentage of failures/cancelled. The reasons for a failure or cancellation have not been listed. Is it that the product category is over saturated, legal issues, or is there a competing product within the same category but with better marketing

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

Rates of failure and success based on the length of the campaign, and from which countries were the majority of the backers. This of course would be incumbent on a larger dataset.