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

* The holiday season is not a good time to run campaigns
* Entertainment categories are the most frequently run campaigns with highest number of success, but failure, as well
* Music has the highest percentage of successful campaigns

**What are some limitations of this dataset?**

* There is no data on marketing or fundraising strategies. For example:
* Resources used on the campaign (time in development of the campaign)
* Media launch and public relations
* Donor engagement strategies
* Kick starter page content (videos vs. text)
* Reward-based crowdfunding
* Equity/debt funding campaign
* There is no data on the financial state of the company pre-campaign
* There is no data on the financial state of the company after the campaign
* There is no data on the size of individual contributions

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

* Campaign state vs. campaign goal
* Campaign state vs. number of contributors and average contribution
* With individual contribution size data, we could determine whether the campaign was successful because of a few large contributions or a from a higher number of small contributions

**Bonus Mean, Median, and variability of Successful/Failed Campaigns.**

* The median is a more meaningful summary of the data for successful campaigns because of the extremes of the variance.
* Whereas, the mean more accurately represents the low variance of the failed campaigns.