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

* Plays are the most listed, and most successful, groups of campaigns listed on Kickstarter
* Success rates are highest in May, with lowest success rates in December
* Most likely to fail or be cancelled on a percentage basis are technology listings

1. What are some limitations of this dataset?

* Category and sub-category are vague – need more depth and precision to drill down into what drives successful listings
* Criteria of founders / team-members / marketing / design effectiveness on some metric (either internal/external) to rate the posting’s quality
* SEO optimization data limited – would be interesting to see hit rate on the topic that converted to contributions

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

* Length of listing to successful listing comparison pivot line graph
* Staff pick, spotlight, and lackthereof conversion ratio on a pivot line graph
* Backers count and average donation compared to conversions on a pivot line graph