1. **Three Trends**
   1. Although theatre was the most popular, it was not the most successful. Music seems to have the highest success rate among Kickstart accounts.
   2. The United States (US), the United Kingdom (UK), and Canada were the heaviest users of Kickstarter. However, the United Kingdom seems to have the highest success (approx. 60%), compared to the US and Canada at 54% and 44% respectively.
   3. Technology had the highest average “average donation.” I’d be curious to see if this doesn’t have anything to do with getting picked up by a private investor or venture capital firm.



1. **Data Set Limitations**
   1. The amounts are in different currencies. This makes it hard to compares things like average pledge amount. While the dates are provided, and we could go and convert the currencies to USD based on the exchange rates at those dates, it is quite an arduous process, given the size of this dataset.
   2. It doesn’t tell us who the backers are. I would be interested to know if categories such as technology don’t reach their goal because a private investor or venture capital firm catches onto them. It had the highest average “average donation”
2. **Other Possible Graphs**
   1. % successful per category per country. Do some countries value certain categories more?
   2. Average “Average Donation” per category and subcategory. Are some projects reaching funding by genuine popularity (i.e. more donors) or being picked up by a select few “investors.” Do venture capital firms monitor kickstart for interesting low-priced tech buyers?