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

1. Kickstarters begun in the second quarter have a higher average of successful outcomes than other quarters.
2. Arts have a higher portion of the kickstarters by category with Theater the single largest.
3. Kickstarters for Food had the highest failure rate of any category with only 1 of 3 subcategories having a successful outcome.

What are some limitations of this dataset?

* A lot of kickstarters rely on marketing and publicity, but we do not have any data to see how how such efforts impacted the outcomes.
* Many also offer levels for supporters with items tied to the various levels which could encourage some supporters skew toward higher donation or when early-bird levels run-out or expire, force people to higher levels. This information on the number of levels and items offered per level could give a good insight as well to success of campaigns.
* We do not know if those that canceled or failed may have done another campaign – in reviewing the blurbs there are some duplicates/related with in the dataset. Further we don’t know how many who failed may have moved forward with their projects anyway.

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

* Chart based on average backers by category by outcome
* Chart for average length of campaign and outcome
* Pivot table showing category and outcome with amounts of averages of percent funded and average donations