Answers

1.   One, Kickstarter campaigns that start in the beginning of the year have a higher ratio of success.
Two, there are more entertainment related projects compared to other categories, with the number of plays at about 5x the average number per sub-category.
Three, the category with the highest ratio of success is music, and the sub-categories most responsible for this success are Rock and Indie-Rock.

To combine these three conclusions, your best bet at achieving a successful campaign would be to start around early Spring as a rock band.

2.   A limitation of this data set is that it does not give any information on the size of the project. This data analysis values the success of a $100 project the same as the failure of a $10,000 project. Another limitation is that it does not address the degree of success or failure. A successful project may have barely reached its goal, or it may have doubled it. Similarly, a failed project may have just missed its goal, or it may have not been close at all.

3.   Ideas for other tables/graphs:

Analysis comparing success ratio by
- Campaign length
- Whether or not the campaign was spotlighted
- Project Size

Comparing average donation to
- Project Size
- Project State

BONUS

1.   In both successful and unsuccessful campaigns, the median summarizes the data more effectively. In both cases, the average is much higher than the mean, which means that the data is skewed towards the large outliers.

2.   Compared to the unsuccessful campaigns, there is more variability in the successful campaigns, and this makes sense since there is a larger range of values.