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

Given the provided data, we can conclude that kickstarters in general are risky from a “business” perspective, with an approximate percentage of 54% being successful, not including those that are considered “currently live”. From the data, we can see that 34% of kickstarter campaigns are in the theater category, with 77% pertaining to plays (66% of plays have been successful, which is greater than the overall 54% success rate). With the exception of those that are “currently live”, we can see that in the past, music was the most successful category with a 79% success rate, while 100% of “journalism” kickstarters have been canceled. These statistics may be slightly skewed due to the limitations of the dataset and smaller data pool for journalism as a category. Using the data of count of states and dates, we can discern that there are more successful kickstarter campaigns during the first half of the year.

1. What are some limitations of this dataset?

One of the limitations of this dataset is the number of categories recorded; there may be more kickstarter campaigns that cannot be listed under any of the categories recorded, hence not providing an accurate representation of kickstarters. Another limitation may be that all this data can be considered outdated in respect to the current year of 2021. Technology innovations have dramatically changed and evolved during recent years (I understand this is my opinion and may not be entirely objective), and it is plausible that kickstarters have been impacted by such. In addition, there is a limited number of countries that have participated in this data study, which may skew the visualized data, in which we cannot conclude anything with tremendous accuracy for the overall judgement of kickstarter campaigns.

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

Some other possible tables and/or graphs that we could create include the success rate of each individual sub-category, along with the parent-category and the relationship between category/sub-category and the amount of money involved (goal/pledged). For data that measures popularity of kickstarter categories, we can provide a table/graph that shows relationship between numbers of backers and category/sub-category. If someone really just wants to make more tables and graphs, it’s also possible to make a relationship between category/sub-category, the number of backers, and amount pledged, in order to make an estimate/average of how much a backer would invest in such a category.