1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. What are some of the limitations of this dataset?
3. What are some other possible tables/graphs that we could create?

Conclusions:

The highest number of both total and successful projects were submitted in the theater category, 1393 and 839 projects respectively. However successful projects made only 60% from the total number of submitted projects in this category. And plays contribute the most to this success.

Music category is on the 2nd place based on the total number of projects and in fact it has the highest ratio of successful projects 77% (540 successful projects out of 700 in total).

Food category has the lowest success rate ~17%.

Subcategories with a highest risk of failure are animation, food trucks and wearables.

Highest number of projects were submitted in Q2 with an average success rate of 58%.

Projects submitted in Q3 and Q4 have the lowest success rate ~50%. Which partially could be explained by the fact that major US holidays are in Q4 and Q3 (summer) is traditionally vacation season.

People are more likely to donate money for projects with a goal of less than 1000$.

Limitations:

This data is specific for Kickstarter, maybe there are other platforms which are more industry specific and have completely different data sets, i.e. Crowdfunding For Food & Healthy Living Barnraiser.

We can’t judge a presentation of projects submitted on the platform and it can significantly impact a success of a project.

Projects with a lower goal could be more successful simply because money are more likely to be raised by friends and family of a person VS by random platform visitors.

Other graphs:

How a longevity of a project impacts a success rate.

What subcategories have the lowest goal and the highest pledge.

What’s an average donation in each category/subcategory.