1. Given the provided data, it is clear that plays are the most common campaign type, and they are successful more often than not. When deciding what type of campaign to pursue, it would be a much safer bet to launch a play campaign than an animation campaign where every campaign in the dataset has failed. Even better would be a classical music or documentary campaign for example where all campaigns have seen success. Next, if the goal is too high (over $400,000), the Kickstarter has an incredibly low likelihood of success as all but one of the 50 most expensive projects failed or were canceled. That being said, a low goal does not guarantee success as a $2.00 campaign also failed. Finally, Kickstarters seem to be dominated by primarily English speaking nations as the US, Great Britain, and Canada have the highest volumes of campaigns. Where volumes were higher, success rates were typically around 50% successful at 54% in the US, 61% in GB, and 44% in CA compared to nations where a couple of examples either made Kickstarters seem very popular, such as an 100% success rate in LU but with only two campaigns, or very unpopular, such as a 0% success rate in HK with only three campaigns.
2. This dataset or perhaps Kickstarters in general seem to be biased towards a select few nations and are not necessarily a predictor of how a campaign may perform in a different region. There is also no indication of how much work went into promoting each individual campaign outside of being listed on the main platform. A team with a huge network could easily reach a larger goal than someone exclusively posting on the Kickstarter website and hoping for the best.
3. Other graphs could include comparing success rates and volumes in various regions, whether a bar chart to compare all regions or scatter plots to pit two specific nations against each other. We could also look at campaign length to see if there was a large drop off in success after a certain number of days on the site by subtracting the Date Ended from Date Converted and doing a line graph plotting state versus number of days.

Bonus:

Whether you use the Mean or the Median in this example, the conclusion is very clearly the same – a campaign with more backers will be more successful. That being said, with 66% of the successful campaigns having fewer than 100 backers, a mean of 194 is clearly being driven up by the outliers with 5000+ backers and especially the two with 20,000+ backers, so the median seems to be a better reflection of the data.

The standard deviation is almost 14x higher for the successful campaigns, so there is much more variability. This makes sense as there are more extreme outliers in the successful campaign category. Also, it makes sense that the majority of the data has less than 100 backers since fewer backers typically implies a lower goal, and it is easier to be successful with a lower financial barrier to entry. These low goals coupled with hugely popular campaigns that may have reached fame on social media for example will lead to a high variability. On the other hand, it makes sense that the failed campaigns fall across a much tighter spectrum since the majority of failed campaigns likely wouldn’t have just barely failed but instead seen little success at all as they’re overshadowed by the hugely backed highly promoted Kickstarters.