1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Base on the information, 1 – There is a high rate of failed campaigns, and average of 127 per month. 2 – Theater, Technology & Film & Video were the categories with the most activities. 3 – There were some campaigns that exceeded the goal/expectations, resources can be apply to failed or campaigns that did not met goal.

1. What are some of the limitations of this dataset? There are limited indicators for a root cause analysis on the failed campaigns.
2. What are some other possible tables/graphs that we could create? I would add more information and graphs that relates to failed campaigns. This way, we can focus on not only increasing the “successful” campaigns, but on findings ways to improve processes or approach to campaigns. Also, we could create a graph related to region/country that will help us to tackle specific demographic.