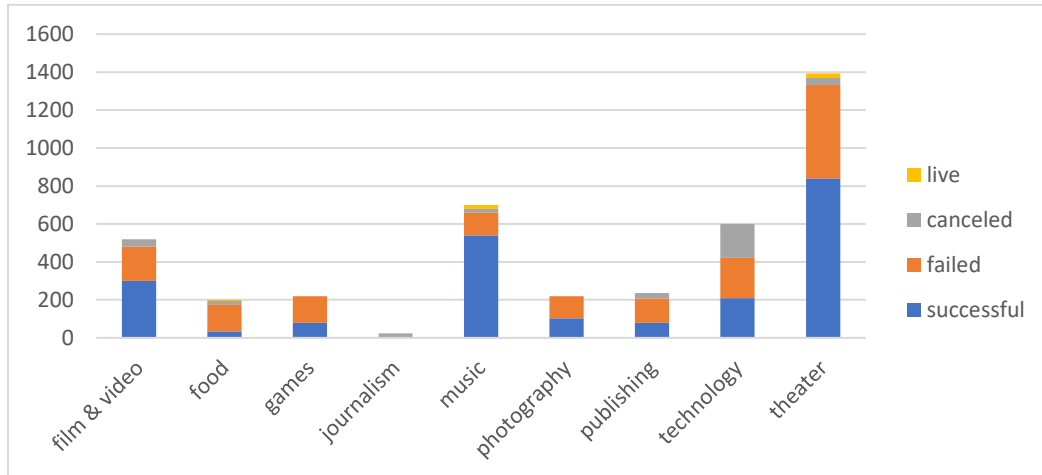
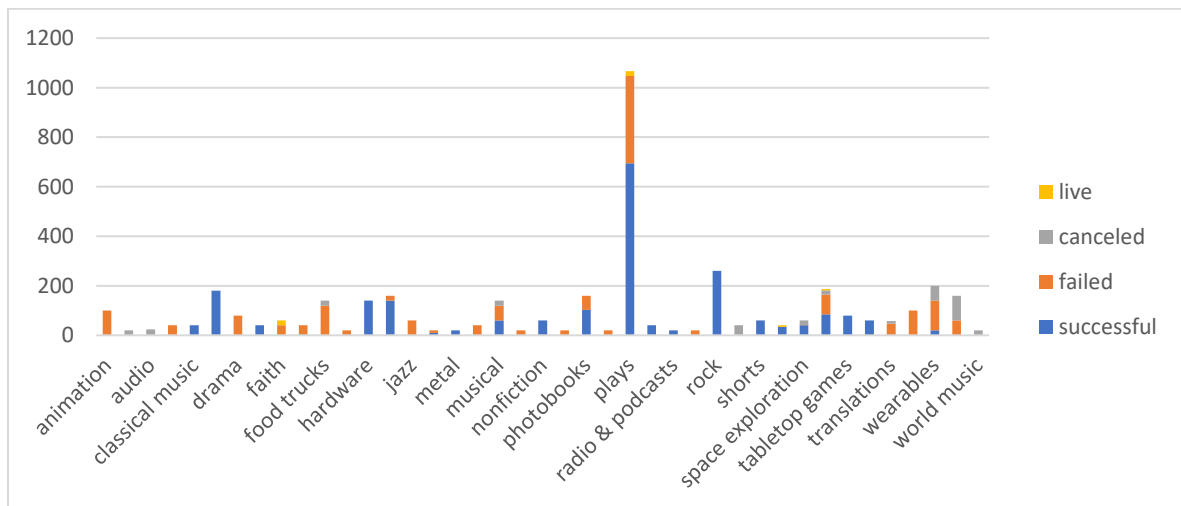


Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

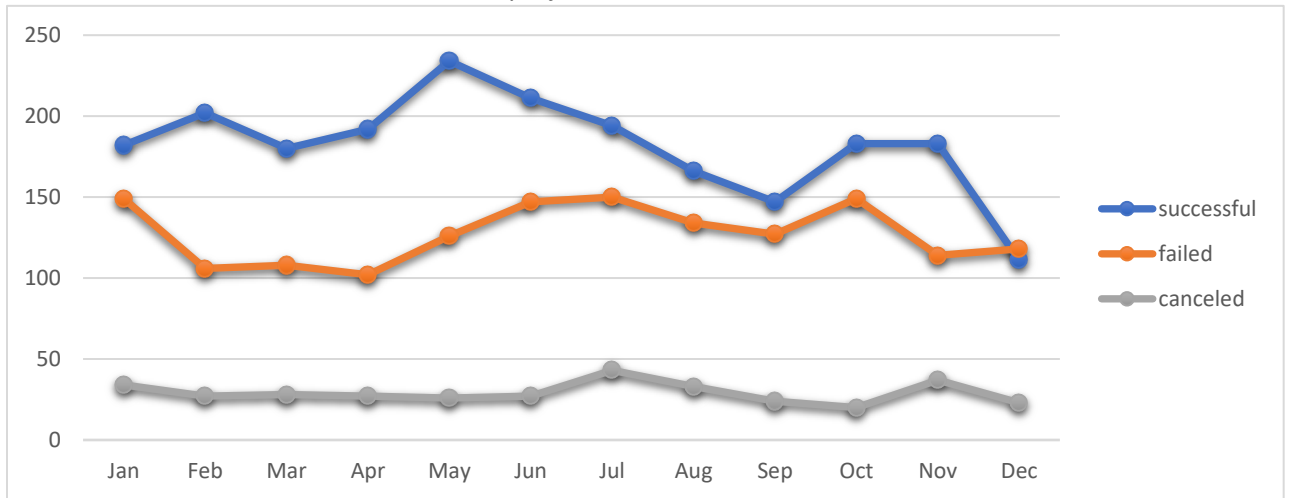
- Based on the data provided in the assignment, the below 2D bar-graph was plotted. The insights are that theatre, music and films campaigns were more successful, while journalism projects were cancelled. We can also conclude that failed projects were also more in theatre side.



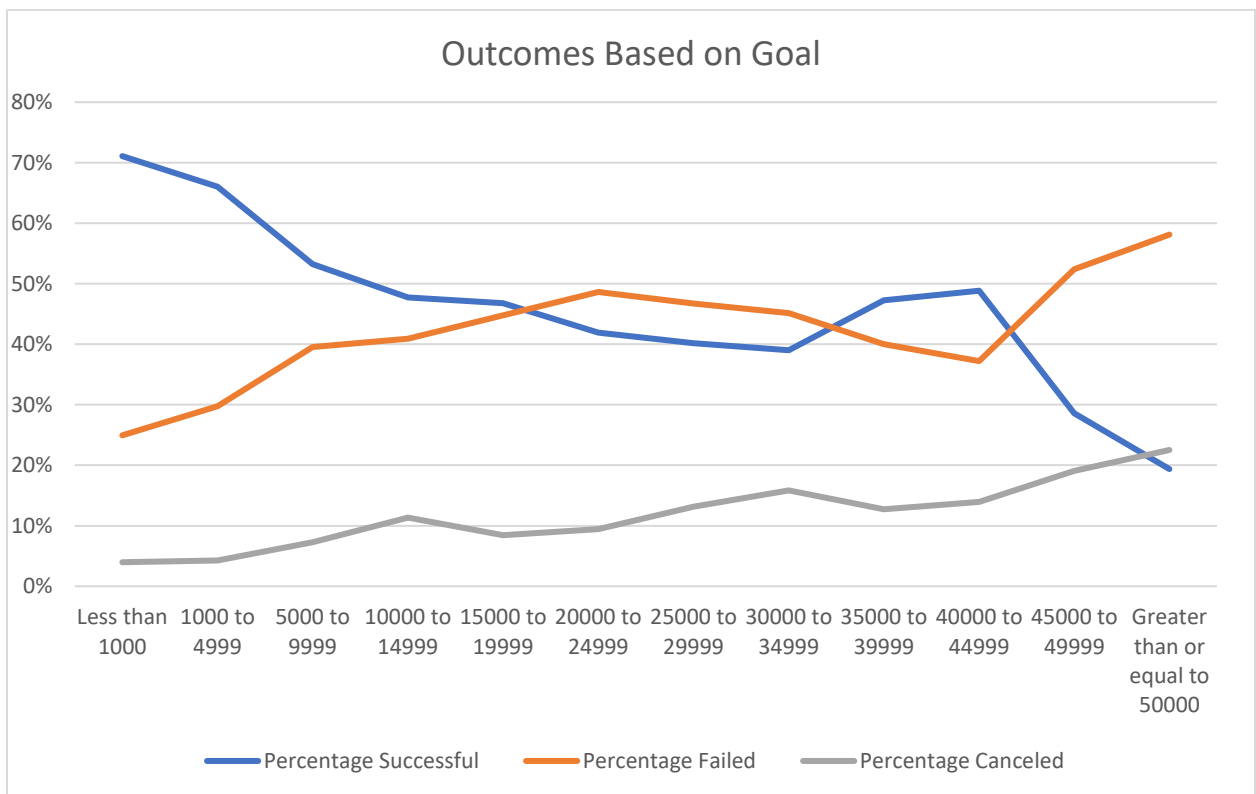
- After analyzing the outcome by sub-categories, play campaign garnered most of the successful and failed projects. Rock and Hardware campaigns had most successful projects with 0% fail rate. Furthermore, world music and wearables sub category got failed and cancelled.



- Month of May has maximum number of successful projects over the years. July has the maximum number of failed and cancelled projects.



- Based on the line graph mentioned below, lower amount has more success rate and higher amount has less success rate. Amount greater than 45000 have more percentage of failing.



What are some limitations of this dataset?

- Most of the projects in the kickstart campaign are from United States. Hence, people from other countries cannot rely on this data.
- Information provided about the backers is not enough, which makes it difficult to find what type of backers are associated with what kind of campaigns.

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

- The campaign should not be conducted by focusing mainly on one country. Countries from all around the world with enough information should be provided in the campaign.
- We can add more sub categories in the campaign. For example in the play sub category, a person is not able to find which genre that sub category refers to.