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

1. Many of the campaigns were successful. In fact they were often than not.
2. Certain sub categories were more successful than others. In ‘animation’ 100 out of 100 campaigns failed. This is extraordinarily awful. Future campaigns may want to stay away from attempting this. Conversely a campaign with the subcategory of ‘Rock’ was amazingly successful with a 100% success rate.
3. The most popular category of campaign was ‘Theatre’. There wasn’t even a close second in popularity. We could infer that this is a popular place to raise money amongst people trying to start a Theatre campaign.

What are some of the limitations of this dataset?

This data set is limited by a few things. There is no other data set from another company or the industry as a whole to compare it to. The data set has only so many countries represented, I cannot tell if they don’t have access to the site or they have an alternative to go to.

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

We could make table showing campaigns active by quarter. This may give us insight as to what times of the year are most popular to start a campaign and it may give us insight as to how long the campaigns typically go for. Another table we could make is a count of backers by campaign category or sub category to measure how much support the backer user base will typically give. This can also be accomplished alternatively by making a chart showing how much money actually was given to campaigns of a category or a sub category to show how much support a campaign is likely to have.