1. One conclusion we can make from this data is that music is the most successful category, with 71% of the projects in the music category turning out successful. Another conclusion we can make is that the most successful sub-categories in film & video are documentary, shorts, and television and the least successful sub-categories are animation, drama, and science-fiction. All the projects in documentary, shorts, and television were successful and all the projects in animation, drama, and science-fiction either failed or were canceled. The third conclusion we could make is that projects that start on December have the worst results. December is the only month in where there where more failed projects than successful projects and it has the lowest rate of success, with only 44% of projects being successful. For comparison, the average success rate for projects that did not started in December is over 54%.
2. One limitation our data has is that it does not tell us how well-known the people or organization involved with a project are. Projects started by well-known people are likely to reach many people, which could lead to those projects to have more backers. Another limitation the data has is that it does not tell us the rewards a project offers. A project that has good rewards are more likely to have backers donating more for the rewards. Another thing the data does not tell us is how satisfied the backers where with the final product. If a project is successful, it does not mean that the backers will be satisfied with the end results. It is possible for the people involved with a project to take too long to deliver the final product and it is possible for the final product to not reach the backers expectations.
3. One table we could create is to see which categories and sub-categories exceeded their goal. For example, we could create a bar chart that takes each category for the x-axis and for the y-axis, it contains the percentage of projects the received over 150 percent funding. We could also create a similar chart except seeing which categories did well, we could see which categories did poorly. We could also create a graph that compares percent funded with the projects goal. We could do this by creating scatter plot, with the goal in the x-axis and percent funded on the y-axis. We could also color each plot by category.