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

About 50% of the campaigns tend to be successful. 35% fail. Less than 10% get cancelled or called off. Around 1% are live at any given point.

Categories Theater, Music and Film & Video have more success rate compared to the rest.

Most or all of the campaigns that started in Journalism category end up being Cancelled.

December tend to have less campaigns compared to the rest of the months. Reason could be only 40% tend to be successful.

1. What are some of the limitations of this dataset?

The dataset does not have geographic information, age and gender of the pledgers. Has only 9 years’ worth of data.

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

Graphs to see the trends by year.

Average donation by Category and Sub-category.