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

The categories that have the highest number of campaigns are Theater, music and film & video and the 3 of them are the only categories that has more successful campaigns than failed and canceled ones. The campaigns from the sub-category Plays are the most successful ones.

The campaigns from the categories Food and Games are the ones that presents the worst results if we compare the number of successful and failed/canceled ones.

More than 75% of the campaigns are from North America.

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

We don’t have any information about the people that are creating the campaigns, such as age, gender, profession etc.

The only geographic information is the country.

We don’t have enough information to identify if campaigns from different categories are from the same creator.

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

Percent Funded per category.

Average of the days that the successful campaigns reached their goal (per category and sub-category).

Countries with best results if comparing the number of campaigns x successful ones.