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

One of the conclusions we can make from this dataset is that, from May 2009 to March 2017, 8.5% of the Kickstarter campaigns have been cancelled, 37.2% have failed, and 53.1% have succeeded. The rest were still live at the time the data was gathered.

Theater has been the category with most campaigns opened, composing about 34% of the 4114 total campaigns opened. Theater Kickstarters’ success rate is the second highest following another entertainment category. Music has the most success with about 77% of its campaigns having succeeded. People whose projects resided in the food and journalism categories had the least success rates with 17% and 0%, respectively.

Although theater and music have the higher success percentages, the category that seems to have raised the most funds was technology, making most of its capital from new hardware proposals. We can’t arrive to a definite conclusion, however, unless we convert the different currencies used to purchase/donate.

* What are some limitations of this dataset?

A limitation of this dataset that we can’t assess the originality or how innovative the project is. The description of the project and its potential usefulness probably plays a role when people decided to donate, and how much to donate.

Another limitation is that the dataset doesn’t contain information regarding the pledge reward tiers. Based on the Kickstarter website, some rewards include shipping costs which depending on the country will affect the decision of the person selecting the “reward.” Alternatively, you can make a pledge without a reward. I assume that Technology’s funding success comes from consumers wanting a new, possibly useful, piece of technology.

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

A meaningful comparison we can make, is the sum pledged with rows containing the categories and sub-categories. Since Kickstarter is all about crowdfunding, the amount of money raised matters. To do this, we would have to pick a currency and convert the rest to the one we chose.

We can also view how the country in which the project is created affects the success of the funding.

Another visualization that can be helpful could be a table that displays the longevity of the successful, failed, and cancelled projects per category. This might give more insight and provide information such as “where the cancelled projects pulled out soon after their creation?” “How long would it take me to raise $X to build an innovative piece of hardware?”