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

1. Base on pivot by Category and Chart, we can tell the most Theater category has more cases and more than half of them are successful.
2. Base on Sub-Category Pivot and Chart, out of all the sub-category, count of campaigns of plays sub-category are way more than other sub-categories. About 65% of Plays campaigns are successful.
3. Base on Pivot by months, we can see overall number of campaigns that are successful are the most, but in December, the number of successful has a significant drop. As an result, in December the count of successful campaigns and count of failed campaigns are pretty close.

What are some limitations of this dataset?

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

Limitation: Most of the campaigns in this dataset are U.S. Campaigns, it can’t really tell global trend due to lack data outside U.S.

Suggestion tables: By Country and Category and By Country and State

Base on pivot by Country and State, we can see country like CA, numbers of successful and failed are same which is different from the conclusion we got from overall data and it is hard to say the data represent true story in CA since we only have 146 lines of data for CA.

A screenshot of a cell phone

Description automatically generated