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

From the category pivot table, we can see that the most popular category is theater (1393 total), next is music (700 total), then technology (600 total); the least popular category is journalism, which is only 24 projects, and all of them were canceled. The highest successful rate category is music (77%), then theater (60%) and film & video (58%). The lowest successful rate category is journalism (0%). Thus, if any organization tries to fund the money, to fund a project in music category has a better chance to be successful.

From the sub category table, we can see that the rock under music category has a 100% successful rate, so does classical music, electronic music, pop music and metal. Therefore, to fund projects in these sub category has big chance to be successful.

From the launch date table, we can see that people tented to launch the projects in summer season, such as June, May, July, and less projects were launched in December. The successful rate in May is the highest (61%), while the lowest in December (44%), which may suggest to fund projects launched in May is a better choice.

What are some of the limitations of this dataset?

The kickstarter has 257,000 projects, but this dataset only shows around 4000. There might be bias in this dataset.

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

We can create a table to see the successful rate according to the year, the project timeframes, the average pledge over each category.