1.

Conclusion 1: The “theatre” category had the largest number of campaigns, while the “journalism” category had the smallest number. In most of the categories, around half of Kickstarter campaigns ended up being successful.

Conclusion 2: The “plays” sub-category had an overwhelmingly larger number of campaigns than the other sub-categories, and more than a half of this sub-category’s campaigns were successful.

Conclusion 3: Across the whole year, the number of successful campaigns was larger than the failed or cancelled campaigns. There was no meaningful pattern of success or failure in terms of the date when the campaign was created.

2. The limitations of this dataset include, for example,

* The currencies used for each campaign were not in a unified currency type, which renders the monetary value analysis (e.g., “goal”, “pledged” columns) less meaningful.

3. Other possible tables and/or graphs that we could create: e.g.,

* Whether staff pick or spotlight has an impact on the outcome of the campaign → correlation; creating line graphs
* Whether there is a relationship between the duration of the campaign (from the date when it was created to its deadline date) and the outcome of the campaign → correlation; creating a line graph
* Whether there is a relationship between the country of the campaign and its outcome → correlation; creating a line graph