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

Three conclusions that can be made about the Kickstarter campaigns given the provided data are:

1. Worldwide, Theater is the most popular Kickstarter campaign category with the most total successful campaigns, followed by Music, Technology and Film & Video. However, Music is the most successful as a percentage of the specific category total, followed by Theater, Film & Video and Photography.

2. In the Sub-Category field Plays were by far the most popular campaign in terms of the total campaigns and in terms of successful campaigns. Plays were also the sub-category with the highest number of failed campaigns worldwide.

3. Successful campaigns trend downward from the beginning of the year towards the end of the year while Failed campaigns trend upward from the beginning of the year towards the end of the year and the number of Cancelled campaigns is relatively flat throughout the year. Of the campaigns started in a given month, December is the only month when, the Failed campaigns outnumbered Successful campaigns.

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

The first limitation is not all 300,000 projects are being analyzed. Given a different set of 4,000 projects could yield different results and conclusions. Another limitation of the dataset is the amounts pledged are not all is the same currency which means we would have to convert all the amounts into the same currency before we could compare campaigns. The data does not control for length of time a campaign was open to be funded since the time between dates created and dates ended varies by project. Not all countries and regions are represented. Given Kickstarter is a crowdfunding platform, disposable income would be important to participate in the campaigns so not all regions would have the same opportunity to fund successful campaigns.

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

There are a multitude of other tables/graphs you can create to compare different variables, given the dataset. You could create a table and corresponding graph that shows the amounts pledged or goal amounts to see if there was a trend in a specific category or sub-category. You could look at numbers of campaigns over the years to see if there is a specific sub-category that is trending up or down over the years and to see which campaigns are most popular now. You could create a table and graph to look at which category and sub-category received the highest average pledges. You could compare which categories and sub-categories needed the most time to funded and completed as successful.