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

Based on the given data, 3 tables and charts were drawn, based on that,

* 1. Graph-1

The successful projects per the parent category is in theater, followed by music, film &video, technology, photography, publishing, games, food, journalism. It is also seen that; high success rates are followed by high failure rates too. That means, the importance goes to the subject first than the means of broadcasting to public.

* 1. Graph-2

Gives more detailed study of subcategories under the parent category. If we observe the graph, we can easily say that, there is no comparison for the success rates observed in plays, with respect to other subcategories. We can also say that, though parent category theater shows high success rates in graph-1. When we subdivide the subcategories and observe, the highest goes to plays in comparison to others. Which gives the investors to think on specific details of success rate.

* 1. Graph-2

The Time of the year, the project is launched also played an important role in proving success rates. The success rates and also little more failure rates have a peak in summer. May be because of the pleasant climate and weather conditions, larger crowds are engaged in experimenting and engaging with their favorite shows.

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

There are quite a few limitations in this dataset. To mention a few;

* 1. Based on country’s economic growth, taxes are dependent. The investment to money received back depends mostly on the tax rate at that point of time. Hence this column would give more better picture
  2. The data varies back from 2009 till 2017, there have been many ups and downs in overall development of mankind technology and penny rate. Hence, I think, it must be further divided based on the economy growth and mankind trend growth, to launch in specific fields and face less failure rates.
  3. There have areas, where the backers have invested good amount, but resulted in failures. Reasons for those failures should be let known for future backers. There must be more logical columns to describe the overall growth and failures.

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

For easy laymen learning, pie chart would be giving an overall picture of success rates, failure, live and cancelled projects.

We can also make scatter plot and see the regression line to see the direction of trend, the success rates are moving with rest to parent and subcategories.