1. There are several conclusions we can draw from this data set. The first that is apparent is that the platform is far more popular for some uses than others. One that stands out is theater, specifically plays. There are more plays funded in the dataset than there are requests for any other category. Another conclusion that can be reached is that the success rate varies across categories, with artistic pursuits among the most successful, with music being among the highest rates of success. A third conclusion that is apparent in the data is that the likelihood of success is inversely correlated with the goal size. Larger goals ($50k+) succeed at a rate of only 19%, while smaller goals (>$1k) succeed greater than 70% of the time.
2. Some of the limitations of this dataset is that the information contained within it relies entirely on results and not process. This does not demonstrate, for instance, the extent to which these campaigns were promoted on social media, or the quality of the pages used to promote them. This means that the dataset does not distinguish between low-effort, low-quality campaigns and high-effort, high-quality campaigns. Additionally, it is distinctly possible that campaigns that were started and abandoned with no effort could be among the failures listed, skewing the data.
3. Other graphs which could contain potentially interesting information would be to try to graph the average number of backers by category and subcategory. Also, the average donation by category and subcategory and success rate. This would be potentially useful in terms of demonstrating whether soliciting larger donations or more backers is more helpful in terms of likelihood of success.