1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

From the first chart we are able to determine that the most successful Kickstarter campaigns are in the Theatre category. We can also see that Technology has the most cancelled campaigns and Journalism has the least submitted campaigns.

From the second chart we can see that Plays is the most successful and most failed subcategory. We can also see that Rock and Documentary subcategories are the second and third most successful subcategories.

Finally, from the third chart we can conclude that cancelled campaigns remains relatively stable over the course of the year compared to successful and failed campaigns which fluctuate.

1. What are some limitations of this dataset?

The data only goes from 2009 to 2017 so we are missing the most recent data and possibly older data. Also, we can only make conclusions based on category and time of year as to why certain campaigns ended up successful or failed. There are likely other factors such as advertising, who was involved in the project, etc. We can only try to infer correlation but not causation.

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

You could consider average donation by category and subcategory to find out if certain categories end up with larger dollar donors. You could also likely determine on average duration it takes to fund campaign for successful campaigns. This way you’d have a benchmark for timeframe and average donation to measure against when trying to get a campaign successfully funded.