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

Answer:

Following are the three conclusions after looking at the Kickstarter campaigns data:

* 1. Theatre, Music and Film & Video are the most successful category of campaigns, resulting in a 15% higher total revenue generation than the initial total goal for these three categories.
  2. Following the trends of the parent category, plays, rock and documentary are the most successful campaigns. Hardware has 0 failed or canceled campaigns and is one of the most fruitful campaigns with all successful campaigns so far.
  3. Considering all years since 2009, February, May, October are the most successful months in terms of new launches. The months of March and September have a steep drop in terms of successful campaigns. September also shows a decrease in failure campaigns. June and July months show an increase in failure and canceled campaign respectively.

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

Answer:

We have a good chunk of data to analyze some of the major trends. I think we cannot understand why some campaigns in the same sub-categories are doing great and why some are not at the moment. It can be achieved if we do further scrutiny of the data to create and analyze more trends or if we can identify reasons for success/failure/cancel of any campaign.

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

Answer:

* 1. We could also look at some tables or graphs to see the trends between all the sub-categories for an individual parent category to evaluate the behavior.
  2. We could maintain individual line charts for live projects of the respective sub-categories to keep a track for upcoming months.
  3. We could calculate success rate, profit or Loss and create charts with respect to parent categories or sub-categories.
  4. We could create charts to analyze categories and sub-categories’ Vs Month/Year charts.