StarterBook Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Based off of the graphs:
   1. The Theater parent category has the highest count of kickstarter projects, with a 60% success rate, and the highest success count overall amongst other parent categories.
   2. The Plays sub-categoyr has the highest kickstart count and success rate compared to other sub-categories. Roughly a 65% success rate.
   3. In recent months, the success rate for kickstarters has been seeing a significant decline. The canceled and failed state remain somewhat constant in comparison.
2. What are some limitations of this dataset?
   1. The data has not been updated within the past 3 years.
3. What are some other possible tables and/or graphs that we could create?
   1. A waterfall graph of success level for bot parent and subcategories. Would be nice to have them displayed in a dashboard format with slicers.
   2. A heatmap or a bar chart segmented by different countries and states would allow us to drill down specific geographic locations would bring more insight at where are kickstarters are more successful/unsuccessful.