1. One conclusion you can make about Kickstarter campaigns is that many of them aren’t successful at first. Based on this data, around 46% of the campaigns were either failed or canceled. Also, film & video, music, and theater seem to be the most popular and successful compared to other categories. The popularity is confirmed by the data, showing an outlier of 1066, where 694 of them were successful.
2. Some limitations of the dataset are that the sample sizes are too small to make a confident conclusion about the success of Kickstarter campaigns in those specific categories. For instance, art books had a grand total of 20 but all 20 were canceled. If we were provided with 500 art book samples, it is safe to assume there would be 500 canceled.
3. It would be interesting to see if there’s any correlation between the time of year and success rate by using the date created and ended conversions with a scatter plot. Also, we could use a bar chart that explicitly shows how many were successful, failed, canceled, and live.