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

A) “Theater” is the most popular category for Kickstarter campaigns.

B) “Music” category is most likely to be successful with over 50% success rate.

C) “Technology” projects have a high-cancellation rate (about 1/3rd are canceled).

1. What are some of the limitations of this dataset?
2. One of the limitations of the data set is that it does not provide data about the founders (ie. level of education, work experience) as well as other sources of funding from the team (ie. bank loans, angel investors, etc…).

So, perhaps there could be alternative data points that could be a stronger indication of success rate rather than the items listed in the data set.

For example, based on the data set, we can find the following percentages:

* Overall projects (all categories) have a 46% of cancellation or failure.
* Tech projects have a 65% of either cancellation or failure.
* Tech projects in Sept. have a 71% of either cancellation or failure.

Based on this data set – someone who is a consumer, investor, or employee – might hesitate to become involved in tech projects (especially projects started in Sept.) since tech projects have a high-rate of cancellation or failure.

However, the shortcoming of this data set is that forecasts might be inaccurate if they are based on the data set alone, since there might be alternative variables (education, work experience, alternative sources of funding, etc…) that could be even stronger indicators of success.

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

Success rate by parent category (country = U.S.) is another useful chart for visualizing success rate.