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

1. In general; theater, music, film/video, and tech had the most submissions. Notably, music and theater have a significant percentage of the total live. The subcategory faith having the most live of any subcategory despite only 60 total submissions. Plays have almost 5 times more submissions than any other sub category. This may suggest these categories require less to become successful or are simply far more popular.
2. The percentage cancelled generally trends upwards with the total goal for funding. The success and failure rate stayed relatively close to one another in the (5,000-9,999) to (40,000-44,999) goal range. Suggesting that a goal less than 5,000 is far more likely to succeed and a goal over 45,000 is more likely to fail.
3. Generally, cancellation stays pretty consistent throughout the year whereas failure rates and success rates tend to go up. There seems to be more success happening in the first 6 months of the year and more failures in the second half of the year. It may be interesting to see how the number of backers changes throughout the year.

What are some of the limitations of this dataset?

1. We don’t really know anything about the backers of these projects and that may bare impact on success. Nor do we have a differentiator between cancellations and failures. Or being successful and going live.
2. We know nothing about the cost for the consumer of these services or products.
3. This dataset is heavily dominated by theater, music, film & video. This could reflect the true nature of the data or be a skewed representation of all Kickstarter submissions for those years.
   1. Similarly, the data is predominantly from the United States. This could be accurate or be skewed depending on whether this is a sample or representative of all submissions for those years in question.

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

1. The relationship between the number of backers and the rate of success, live, failure, or cancellation.
2. The relationship between the number of backers and time of year (could be that people offer more in the beginning of the year or vice versa).
3. Relationship between currency/country and the rate of success, going live, failure, or cancellation. As compared to all data.
4. Might be worth exploring the date created and date ended categories. Companies that achieve their goals more quickly may have more “momentum” and go live. Or perhaps companies that achieve their goals more slowly may be successful but not end up going live.
5. Relationship between spotlight or staff pick and the rate of success.