1. We notice from the line chart below that the success count for kickstarters is the highest among the state variable. Failed kickstarters come next in line, then canceled. As for live kickstarters, we can see that they start and end on a very short spam of time, which makes sense; the project opens and it eventually ends in one of the other three states: successful, failed, or canceled. We can also deduce that live projects are not many together. Only a few at a time.

The chart below gives us a glimpse into what type of projects thrive on kickstarter and what don’t. For example, we can see that plays are the most controversial in terms of success and failure. It has the highest of success and failure rates. And this makes a lot of sense, because when it comes to the artistic taste of the backers and project idea owners, there can be very wide unexplainable gaps.

However, from a higher view, we can see that theater, music, films and videos have the highest numbers of success, as well as failure as shown by the categories chart below.

1. Limitations maybe is that we don’t have any that assess why a marketing campaign was succeeded or failed. That will probably have strong relationship influencing the success or failure of the project.

Also, we don’t have any data about what the backers get in turn of their pledges. That can also be a strong motivator for the backers.

1. Other possible charts we can make use of is histogram for the variable state to show us the count of each.

We can create a variable from the date created and date ended as the difference between both and create a histogram of that variable to see how long on average the projects stay live.

We can make use of ANOVA testing to test for the mean number of backers for all the aggregated group number of successful, failed, live, and canceled, to see if there is significance difference between the number of backers among the 4 groups. We can visualize the different means in ANOVA by boxplots