1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. The start of the year shows better investment confidence and success as there’s a higher number of successful campaigns and decrease in failed campaigns
3. End of the year shows a lower number of successful projects and an increase in cancelled campaigns, indicating the lesser people launch campaigns closer to end of the year.
4. The Northern Hemisphere summer months shows a decrease in successful, failed and cancelled campaigns. This could be due to people taking time off for summer and lesser campaigns are launched.
5. What are some limitations of this dataset?

The conclusions are limited to correlation, and not causation. It is difficult to understand what is driving the quantity of campaigns and their outcomes based on time. The dataset timeline is quite vast, it’s hard to say if technology advancement from 2009 to 2017 has played a role in the campaigns.

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

We could assess the distribution of Kickstarter campaigns based on geography. This will tell us where most of the start-ups are located and resources. We could assess the sub-categories and average donation to understand the value and following each sub-category have. We could also compare the number of backers against successful projects to appreciate which sub-categories are popular (likely to be a saturated market) and others which are not so popular (risk of meeting the goal).