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

What are some of the limitations of this dataset?

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

**Conclusions**

Because of the vast amount of total launched campaigns, the “Theater” category is bound to have the largest amount of successful campaigns as well. This means that “Theater” receives a large amount of donations and could potentially have the largest number of donors among all categories. Moreover, “Theater” Kickstarter campaigns are more likely to be launched than any other category of campaign.

Under the category of “Film & Video”, the “animation” sub-category has the lowest success rate within its category (and of all other categories as well). With a success rate of 1% of all launched campaigns, it is evident that animation is not a popular genre for donors. However, the opposite is true for campaigns under the “documentary” sub-category. With an overall success rate of 99%, it is apparent that demand for documentaries far exceeds that of animations and one could predict the likelihood of success for campaigns launched under those two sub-categories.

Looking at the pivot table for launch dates, it seems that most campaigns are launched around the springtime. That being said, December has the least amount of campaign launches of all other months. Moreover, December is the only month with which we see the amount of failed campaigns exceed the number successful campaigns. This may be a result of the fact that December falls within the holiday season in many countries around the world, resulting in less donations and attention paid to campaigns launched within the holiday season. One could conclude that it would be best to avoid December when deciding on a date to launch a Kickstarter campaign.

**Limitations**

One limitation of the data is the lack of information on the donors. More detailed conclusions could be made on the likelihood of a successful campaign by looking at the socioeconomic status and demographic information of donors, the average amount donated, and the number of donors by category and sub-category.

Because this data does not specify the extent to which these campaigns advertised themselves, we cannot be sure of the reason for the success of campaigns under certain categories and sub-categories.

**Alternative Tables/Graphs**

A pivot table accompanied by a stacked graph comparing goal to number of successful/failed by category would be informative. A line graph would also be a good visualization for this comparison.