1. In the United States, the category “theater” was the most popular, tallying 912 total campaigns. However, even though it had the most campaigns, the success rate of those campaigns was only 57.6%. Music was the second most popular, and while it only tallied 636 total campaigns, the percentage of successful ones was much higher at 77%. The total average of successful campaigns in the United States was 54.3% We can conclude that on average, just a little more than half of all Kickstarter campaigns are successful in the United States. We can also see that campaigns involving music are much more successful than the average. Another thing we can conclude from the final graph is that the most successful month of Kickstarter campaigns is May.
2. Some limitations of this dataset are that the US accounts for 73.8% of the total Kickstarter campaigns. This data set might not be representative of the true success rate of Kickstarter campaigns because a large portion of the data comes only from US Kickstarters. Another limitation of this data set is that the sub-category “plays” is significantly greater than any other sub-category in terms of campaigns created. This Data set could have specifically targeted Kickstarter campaigns that related to “plays”.
3. We could have created a table that analyzed the “percent funded” and filtered it by country to see which country tended to have the most amount of money pledged to their campaigns.