Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Theater and music categories combine for almost half of all campaigns. Plays is by far the most popular subcategory with over 1k campaigns and nearly 700 successful
* More campaigns succeed in May than any other month; Dec has the least amount of successful campaigns
* Campaigns that ask for less than 1k had the best rate of success at 71%

What are some limitations of this dataset?

The data is somewhat out of date, ending in March of 2017. Trends may have changed dramatically since then. I also noticed that the data uses several currencies (13 total), and we never converted them or normalized them in any way. That makes the ‘Outcome by Goal’ graph that we generated misleading.

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

One thing I wanted to know was the distribution by country, so I added another sheet with that data. You can see that the campaigns are largely in the US and UK. One other measure that would be interesting would be success rate by category. From looking at the category numbers I can see that technology and publishing have a dismal success rate – might be interesting to quantify that and break it down to subcategory. We also could have looked for a correlation between outcome and being designated a ‘staff pick’ or ‘spotlight’ campaign.