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

1. **Kickstarter Categories** – Music campaigns have the highest success rate followed by theatre and film. This is based on the success to failure ratio on the stacked bar plots.
2. **Kickstarter Sub-Categories** – Plays are by far the most common Kickstarter Campaign sub-category and they have a ~2/3 success rate
3. **Kickstarter Months** – The best months to launch in terms of success rate are February to June and November. This is based on the distance between success and failure lines on the Month chart (where larger distance implies a greater % of success).

What are some of the limitations of this dataset?

* We don’t have information about the quality of the campaign launches, only degrees of success. For example, the food category could have such a high failure rate because there tends to be poor advertising of these campaigns compared to more media-centric music/film categories. A food-based campaign could have an equal chance for success given the same level of exposure as a music campaign if this were the case. A measure of social media activity could be one way to take a look at this aspect of the data
* A valuable source of information if one were looking to launch a campaign would be to see the actual pledge information. With the average that we determined we essentially assume each pledger contributed the same amount. But it could be there were a few “major” pledgers that allowed the campaign to reach its goal rather than being spread out among all pledgers. This would impact your strategy when it comes to how you raise funds.

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

* Looking at the effects of having a spotlight on success rates (stacked bar count of result with categories True/False)
* Looking at the effects of Staff Pick on success rates (same chart type)
* Scatterplot of Campaign length (days from start to end) versus percent funded, to see if it is beneficial to run a longer campaign