1. Given the following data, we can conclude that theater is a popular Kickstarter campaign category with a greater number of successful campaigns compared to the other categories, but not necessarily greater percentage of success. We can also conclude the United States has the bulk of campaigns, and thus a greater number of successes. We can also say there is a greater number of successes in May and less successes in December over the years.
2. The dataset doesn’t take into account if a campaign’s goal amount falls into a “low”, “middle” or “high” amount. The lower the goal amount, the more likely the pledged amount would reach the goal, and therefore the more likely of the campaign being successful. The dateset is also limited because it doesn’t take into account the demographics or background of the people leading the campaign, or how prominent or advertised the campaign is on social media. It’s possible someone might not support a campaign due to the ethnicity of the campaign’s leader, or someone might support a campaign more if they’ve been exposed to it frequently via facebook or twitter.
3. We could create a Count of Outcome by Number of Backers or Count of Outcome by Length of Compaign Time (time between launched\_at and deadline).