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

1. Theatre, technology and music were the top three campaign types representing approximately 65% of all campaigns. This would suggest a sizeable market for raising funds for campaigns within these sectors and a good chance of meeting a fundraising goal. 77% of the music campaigns and 60% of the theater campaigns met fundraising goals, while only 35% of technology projects met their fundraising goals.
2. Plays, a subcategory of theatre, has the highest percentage of successful campaigns at 16.87%
3. The timing of when campaigns began during the calendar year does not appear to have much of an impact on the success with one exception. The % of overall projects started during the months of January through November were relatively stable with a drop in projects commencing in December. Alongside the December drop, the success rate of those projects was the lowest at any time in the year at 44% as compared to May with a success rate of 61%. This data would suggest not beginning fund raising during the month of December when those efforts are competing with the holiday shopping season. The data also suggests to begin campaigns in May (and April) when success rates are higher.

What are some of the limitations of this dataset?

1. Roughly ¾ of the project are based in the US. Using this data to make predictions about campaigns in non-US countries may not be reliable.
2. Other data attributes that could be helpful would be the state/cities where the projects were started especially within the US, which represents most of the campaigns. If the data is biased to states / cities with the largest populations or largest disposable incomes, that could result in incorrect conclusions for states/cities without a sufficient

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

* Average donation by campaign type
* Bar graph by category/subcategory showing average campaign duration filtered by project state