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

1. The most popular category is theater, around twice the count of second most popular category music.

2. The most common sub-category is plays, not surprisingly based on the previous finding.

3. Projects went live in the first quarter of the year.

2. What are some limitations of this dataset?

We don’t know the source of pledges and each pledge amount. If we had geocode we could create maps and see where the most pledges are.

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

Looking at the percentage pledge amounts and goal by the categories and comparing them by different groups would be interesting.

I would also be interested in seeing seasonal changes in the pledge amounts. That may help to adjust the effort level.

Bonus – Statistical analysis

1. Median is more meaningful than the average as the data is very skewed, with many outliers.
2. Successful campaigns have very high backer average. Also the maximum number of backers is significantly higher as expected. Successful campaigns also have very high standard deviation compared to failed or canceled campaigns, driven by very high number of backers (outliers at the top).