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

Theatre projects are extremely popular, but music projects are more likely to succeed based on the ratio of successful funding vs projects created. Journalism projects are highly unlikely to succeed, due to their 100% cancellation rate.

What are some of the limitations of this dataset?

We cannot see the reason why the projects were cancelled, which would possibly shed light on why 100% of journalism projects were cancelled, or why food-related projects are struggling as well. Looking at types of projects and their descriptions might shed light on why certain projects achieve their funding goal, or what might cause a project to become featured. This would allow a project to optimize its description or marketing tactics on the website for the best odds of success.

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

It is worth looking at the relation between a project getting featured on the website vs its rate of success. It is also worth looking into the years in which projects see success, to determine if this website is a viable funding source, or if the site’s popularity has waned enough that a project cannot reach enough of its intended audience. If it is a viable source of funding, we would want to see how long a campaign should last, and what months it should start and end in for optimal odds of success.