Report of Kickstarter

Q1：Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. Video and film company has significant have more counts than TV
2. Video and film company is a more popular choice and more likely to be successful
3. Q2(April，May, Jun) has the lowest counts.

Q2: What are some limitations of this dataset?

1. The time between launch and deadline is too shot. It didn’t give each project enough time to appraise their marketing value.
2. The contribution from backer sometime play a Signiant role to decide the project’s success, specific for the project has lever goal.
3. Each project has a different count target, the difficulties among targets are different.

Q3: What are some other possible tables and/or graphs that we could create?

1. The spotlight count based on years and states and category.
2. The backer count in percent of the total pledge count, based on years.