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

The Theater category has the highest number of Kickstarter projects. Journalism has the lowest number of Kickstarter projects. Documentaries (to date) have a 100% success rate.

2. What are some limitations of this dataset?

There is a lot of potentially useful information that’s missing – demographics, genres, how the backing tiers were structured (and how many people backed per tier), amount of money and/or time spent marketing, the type(s) of marketing used to get the word out about the Kickstarter, etc. This dataset is good for looking at raw numbers, but it doesn’t really tell us anything about why a project was more successful than others.

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

The charts we have already are pretty flexible when filters are put into place, but we could look at funding percentage based on country and see which countries (based on this limited data set) are more generous than others for projects of a given category/sub-category. We could also look at which countries pull in the most backers. We could also look at each category/sub-category to see if there are any that appear to pull in more backers and/or funds.