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

Conclusion #1 – Kickstarter campaigns within the Theater category yielded the most success in the past; accounting for 20% of successful campaigns (839 out of 4114 count of successful total projects). Plays were the most successful sub-category accounting for 65% percent (694 out of 1066 count of successful projects) of successful projects within the Theater parent category. Additionally, the most successful projects fell with the United States.

Conclusion #2 – Conversely, the Theater category also yielded the most failed campaigns within the same sub-category of Plays; accounting for 33% of failed Theater campaigns (353 out of 1066 count of failed projects). Additionally, the most failed projects fell with the United States.

Conclusion #3 – Theater campaigns launched in May trend to have the most successful rate with the most failed launched in October YoY (year-over-year).

What are some limitations of this dataset? The data assessed is from 2009 – 2017. If data exists most recently in the past year of 2018 we would want to include in the dataset accounting for any recent trends that may have occurred.

What are some other possible tables and/or graphs that we could create? A bar or pie chart could be used to illustrate the Sub-Category state within the Parent Category.