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

Among all 4114 past kickstart projects data, theater is the most popular main category (1393 projects total), more than 1/3 of all projects. Under the theater category, plays are the most popular sub-category project, in fact plays is also the most popular sub-category among all sub-categories. All projects were launched from the year 2009 to 2017. May, June, and July were the three months that most of the projects were created in, and overall, most of the projects were likely to be successful if they were launched in May. On the opposite side, December was the month that the least projects were launched, and the projects were also likely to have failed if they were launched in December.

1. What are some limitations of this dataset?

The dataset only considered the amount of successes and failures for each category, but it did not consider the ratio of successes to failures. For example, from the sub-category pivot chart, it is easily to see that plays was the most popular sub-category with the greatest number of successful projects. However, if we investigate the percentage rate of successful projects under each sub-category, only 65% of the projects under plays were successful. Rock, documentary, and10 other sub-categories all have a 100% successful rate.

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

Besides including each sub-category’s status ratio as mentioned above, we could also create a table and chart analyzing the backers’ pledged behavior. We could do this by looking at the numbers of backers and the average amount pledged on each project under the sub-categories. We could then find out which category & sub-category has the most interest from backers and which category/ sub-category people are willing to invest the most money in.