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

1. Overall, category “Theater” is the most popular one on Kickstarter which has the most campaign with a successful rate around 60%.
2. Difference can be massive between different sub-category within the same parent category. For example, under “Film & Video”, “Animation” has 100% failed rate while “Documentary” has 100% successful rate. So it’s important to know your pinpoint.
3. Generally, successful rate and money goal are inversely proportional. But the exception comes at the range of “40000-44999” where the campaign is more likely to succeed.

What are some limitations of this dataset and what are some other possible tables and/or graphs that we could create?

1. The dataset didn’t evaluate the impact of “Staff pick”. According to Sheet7, “Staff pick” looks like having a prominent positive influence on increasing the successful rate.
2. The dataset didn’t look into how fast a campaign got the money. According to Column U & V and Sheet 8, we can see that averagely, successful “Technology” campaigns raise money fastest while “Theater”, “Music” and “Food” are relatively slow. And those successful campaigns usually raise 10-40 times faster than those failed ones.