Kickstarter Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Theater and more specifically Plays have the most projects launched
   * More projects succeed every month than fail or are canceled, except in December (possibly due to the holidays).
   * All projects within the journalism category were canceled – this may not be a favorable category.
2. What are some limitations of this dataset?
   * I think if you could get more information about characteristics of donators, that could lead to more insight in making your project successful as well.
   * Including definitions may help with analysis, as I am unsure what “Staff Pick” or “Spotlight” stands for and how those fields might be helpful.
3. What are some other possible tables and/or graphs that we could create?
   * You could look at average donations by category or sub-category, or the number of backers by month. Rather than looking at the number of projects, another way to look at this would be to include percent of projects successful.