1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Movie/Music industry (film & video, music, and theater) tends to have many successful projects. Music has the highest successful rate (77%) even though Theater has the highest number on successful project, yet their rate is not as high (64%) as Music.
* Interestingly, rock has never failed on any projects which leads me to thinking that it may have contributed much on Music’s highest successful rate. On the other hand, every project in Video games and Animation has failed.
* It appears there is no significance in relation to the time when projects were created. They’re pretty evenly distributed over the whole year. Highest total is 388 and lowest total is 253 which are not significant difference.

2. What are some of the limitations of this dataset?

* There should be projects that set a too high goal in the first place, so it could not be achievable or vice versa. If that’s the case, success or fail can’t only be defined by if it exceeds goal amount.
* I’m not entirely sure what ‘spotlight’ column means in this data set, but I’ve noticed every single project that has spotlight ‘false’ were either failed or canceled. And I believe the level of exposure to public would contribute much on their success of project. This data set doesn’t contain information to identify such relationship.
* It appears the data set is heavily biased on entertainment industry for some reasons. And it has most successful projects and the highest successful rate. If data set has more variety on their category, the result in this data set is less likely biased.
* There should be more information on ‘backers’ and website visitors. Especially gender, ages, and what their main interest. For example, based on the conclusions that I made, I could assume that visitors on this crowdfunding website are possibly movie/music lovers. If that’s the case, other category is more likely failed in the first place.

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

* It’s possible that the longer time is given to a project, the more likely it’s successful. I would create tables/graph to show the number of days given by each project in order to see if there’s such tendency.
* I would create table/graph to see which country has most successful project.
* The table/graph to show failed projects that has high number of backers to determine if goal amount for such projects was set too high from the beginning and success projects that has very low number of backers or low goal amount to see if goal amount was too easy to achieve in the first place.
* The table/graph to identify the average backers by category to see which industry has most support from people.