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

* Theater (839 successful campaigns), Music (540) and Film & Video (300) were the top three categories having the largest number of successful campaigns during the analyzed time period. These entertainment-related campaigns also had some of the lowest canceled rates among all the categories. Within these three categories, Plays was the best performing sub-category, having 694 successful campaigns. Future campaigns that fall within these three categories may be more likely to succeed.
* Most of the campaigns during the analyzed time period came from the US (3038 out of 4114, or 73%). This has heavily influenced the overall distribution pattern of the state of campaigns across categories. Therefore, the overall conclusion made above may be more applicable to the US than other countries. For example, several European countries such as Austria, Germany, France and Sweden had the largest number of campaigns in Technology, where entertainment types of campaigns received less interests in general.
* Looking at the analysis over a calendar year, campaigns that were launched in May have had the greatest number of successes. Campaigns that launched afterwards generally saw a decreasing number of success, before picking up slightly between September and November. It finally came to a sharp drop from November to December. With nine years of data, this may be indicative of a trend that worth further investigation.

1. What are some limitations of this dataset?

* As written above, majority of data came from the US. Data for some other countries such as Hong Kong, Singapore, New Zealand, Mexico etc. is so limited that meaningful analysis for those countries cannot be drawn.
* The data alone is unable to explain why campaigns launched in May had the greatest success, and why those launched in the second half of the year seemed to be doing worse.

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

* It would be interesting to look at how fast a campaign reached its goal, and if certain categories and sub-categories exhibited a faster rate than the others. A stacked bar chart could be made to showcase all successful campaigns by categories. Within each category, campaigns could be denoted in different colors showing whether the goal was reached (1) 50% faster than planned, (2) 25%-49% faster and (3) 0%-24% faster.
* We could also look at whether and to what extent the “Staff Pick” was correlated to the success of campaigns. A table could be made to showcase the number/percentage of Staff Pick among the successful campaigns across different categories.