Kickstarter Campaign Analysis

1. What are three conclusions we can draw about Kickstarter campaigns?
   1. The Theater category has the largest number of successful campaigns, but also the most failed campaigns. The Music category has the second most successful campaigns but a smaller amount of failed campaigns, making this category have a higher success rate than Theater.
   2. In the Music category, the rock sub-category has the largest number of successful campaigns and has been 100% successful.
   3. The month with the lowest number of successful campaigns across all years is December.
2. What are some limitation of this dataset?
   1. The dataset doesn’t have how many people looked at each campaign. This could be useful for seeing the percentage of people who looked at a campaign who became backers or to determine which categories and sub-categories had the most traffic. Did the campaigns with zero backers have anyone look at their campaign at all?
3. What are some other possible tables and/or graphs that could be created?
   1. A graph that shows the average number of backers for successful campaigns in each category
   2. A graph with the percentage of successful campaigns per country