1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. Based on the data provided, most Kickstarter campaigns fall under the “Theater” category. This category has the highest number of successful Kickstarter campaigns with approximately a 60% success rate, but it also accounts for the highest number of failed campaigns, with approximately a 35% fail rate. This could be indicative that this is probably the most popular type of campaign during those years, but not necessarily the most successful one.
3. Based on the data, even though the “Music” category accounted for approximately 50% of the “Theater” category in number of campaigns performed, it had a success rate of approximately 77% and a failed rate of around 17%. This is indicative that perhaps the quality of the “music” campaigns is better than that of Theater which could explain why less quantity of campaigns in music has better results than theater.
4. We can conclude that the busiest months of the year for Kickstarter campaigns are May and June. As indicated by the data, the busiest year by far was 2015 accounting for a total of 1225 campaigns out of a total of 4114 campaigns (approximately 30%). Of these 1225, 567 were successful in 2015.
5. What are some of the limitations of this dataset?

In terms of drawing conclusions about which campaigns are more successful and why, the data does not present other factors that may come into play during this analysis, such as: quality of campaign, seasonality, task difficulty, preparation time, people’s preferences, etc. For example, the data is not able to indicate whether “Music” campaigns have better quality than “Theater” campaigns. It does not account for the challenges that each category might present. Are “Music” campaigns harder to put together? Is that perhaps the reason why there are fewer in comparison to “Theater” campaigns? What are the requirements for each campaign, as in what constitutes a “Theater” Campaign, a Music campaign, a Film, etc.

1. What are some other possible table/graphs that we could create?

For Pivot tables 1 and 2, we could have used pie charts in order to get a quick snapshot of the ratios for each category and subcategory in comparison with each other.