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

- The most funded category is theater and the most funded subcategory is plays.

- Campaigns created between Feb-June seem to be more successful than the ones created between July-Dec-January.

- As the budget of the campaign gets bigger, the chance of the project being cancelled or failed is higher. Campaigns that pledged less than 1000 dollars are more than 70% successful, which sounds logical since getting to that amount of money should be easier.

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

- The information needed some processing, like the split of categories and subcategories and the conversion of date formats, so it’s not ready to analyze as soon as you get it.

- There’s no information on how much any campaign was advertised or shared, and that could be a huge factor in the outcome of the campaign. We only have the number of backers to estimate how much people contributed, but maybe a lot of people saw the canceled or failed campaigns and decided not to back them up.

- There’s no information on the states within countries where the campaign was made. Some states are more prone to the use of technology and thus to contribute to online fundraisings than others.

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

- Success rate in general: calculate the rate of success vs canceled and failed campaigns for each category/subcategory.

- Outcome per country or per number of backers.

- Normalize time to compare how much time it took for the successful campaigns to get to the pledged amount, or if the deadline had any incidence on the outcome of the campaigns.

- Even though “theater” is the most funded category, we could investigate if it is also the one that has the biggest rate of failed and canceled campaigns compared to the other categories.