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

* From a global perspective, the category campaigns Kickstarter might focus on are: film & video, music, theater; they should quit on food, games, and photography as there are more campaigns failed on these categories -maybe Kickstarter should've lost money. However, a deep analysis per country is required because Australia is successful in games category for example.
* If we look at trends chart, we can see in December campaigns are more likely to fail with an inverse tendency between November to February between fail and successful campaigns, (live and canceled ones are stable); except for 2014, 2015 and 2017.
* Plays subcategory has more successful campaigns, and food trucks the most unsuccessful. Kickstarter needs to specialize in certain categories and not to attack all of them as they will have monetary loss.

What are some limitations of this dataset?

* Data format of some fields such as dates, category and subcategory. You need to transform data prior to exploit them.
* All data comes in one table; there’s no normalization for certain data/columns (country, currency);
* There are no relationships with some possible causes of the tendencies: external factors (political, economic situations), customers’ image or environment; internal facts such as campaign team specialization.

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

* Mainly catalogs such as country (country name, currency); categories & subcategories; state
* Campaigns details. My impression is they’re not giving so much detail because of repetition
* Analysis by country: how many successful, failed, live and canceled campaigns are in each country, what are the most popular categories in each country to avoid any trends generalization (see proposal in Excel spreadsheet)