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

* CHART 1 - Four categories received 78 % of the submissions by category. They were Theatre (34%, 1393), Music (17%, 700), Technology (15%, 600), and Film & Video (13%, 520). There were no successful campaigns in the Journalism category
* CHART 2 - In the following sub-categories 100% of submissions were successful: classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, shorts and television; while submissions in the sub-categories of animation, children’s books, drama, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, science fiction, translations, video games, web and world music, were all either cancelled or failed.
* CHART 3 - Campaigns created between February and May each year have historically have had higher success rates than campaigns created between September and December.
* BONUS – Campaigns under $5,000 have a much higher success rate than campaigns $5,000 and over.

What are some of the limitations of this dataset?

* Shows the success of the campaign and not the success of the project
* Does not evaluate the qualitative factors that influence backer decision making (the team’s experience, the presentation of the idea (eg supporting video content), anticipated time to completed project.)
* Does not track external factors that could cause a campaign to be successful (social media marketing, news coverage, economic trends)
* Does not go deep into the backers’ demographics.

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

* How does campaign duration (time from creation to deadline) impact rate of success?
* How does campaign success rate change year over year?
* Are there any correlations between success and average donation? Does the number of backers influence success rate?
* Are there any common attributes to campaigns receiving more than 200% funding?
* How does campaign success vary by country?
* Does staff pick influence success rate?