1.

The first conclusion that I can draw from this data, is that Theatre, and more specifically, Plays are the most popular and successful category within the various different types of Kickstarter ventures. One of the most surprising elements to this discovery is how much more significant Theater/Plays are on Kickstarter than anything else.

The next conclusion I came to while working with this data set comes from Sheet 4, comparing the success levels of campaigns over the course of a year. It is obvious there is an increase in activity from April to June. It would be interesting to go deeper into why this is, perhaps it’s because people get their tax returns around this time.

The final conclusion I’ve come to was by looking at percentage funded and Category/Sub Category. I noticed that the most frequent category funded over 100% was in the Technology/Wearables space.

2.

I believe some limitations to this dataset are the lack of user demographics. I would like to narrow down geographic data a little more. To see if specific parts of the U.S. get more Kickstarter exposure than others.

3.

I think some other graphs and tables we could look at are percent funded and subcategory as I mentioned before. Another could be to look at staff picks, and spotlight values to see if there is any relationship with other variables like Country or State of success. Another could be to look at which countries have the most backers.