Given the provided data, there are many conclusions we can draw about Kickstarter campaigns such as there are more Kickstarter campaigns under the “Theater” parent category than any other individual parent category. This implies “Theater” campaigns are the most popular category of campaigns. Meanwhile, the “Rock” sub-category of campaigns has a 100% success rate and is thus a safe campaign to launch/support. Also of note, December is the month with the fewest launches of “successful” campaigns and is, thus, the worst month to launch a campaign.

While we are able to draw some conclusions from this data set, we should also be cognizant of some of its limitations. We are working with a small sample size (4,000 campaigns out of 300,000). We don’t know the actual values of individual pledges of support; we were only able to look at the average amount; we could not calculate the mode or median or determine any outliers. The theater (parent category) and plays (sub-category) may be skewing the data as they seem to be grossly overrepresented as compared to all of the other categories.

There are also some additional other possible tables and/or graphs that we could create including a table of state percentages by category to see success vs. failure rates. We could also create a table and chart to show the sub-categories by # of backers to determine campaign popularity by number of supporters. Additionally, we could look at the parent category by average donation amount to determine popularity by amount given.