KickStarter Projects– Market Trends

1. Given the provided data, what are three conclusions we can draw about kickstart campaigns?
   1. The successful rate of the kickstarter campaign is about 50% with majority of successful cases lies within the entertainment section such as music, theater, and film& video. In the month of September and December, there are less kickstarter projects launch due to unknown reasons.
   2. The sub-category analysis has actually indicated plays as the most successful category.
   3. Over time from January to December, the number of successful campaign and failed campaign are getting closer per line chart analysis. However,
2. What are some limitations of this dataset?
   1. There are limitations of this dataset. It did not specify the contribution amount for each backers.
3. What are some other possible tables and/or graphs that we could create?
   1. We should analyze the campaigns on a yearly basis. Therefore, we can visualize on the funding market status to observe the volume of free funds.