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

One conclusion that can be drawn about Kickstarter campaigns is that theater projects are by far the most popular choice for crowdfunding on the site. However, the popularity of the genre does not necessarily predict the success of a theater project kickstarter as this category also has the highest amount of failed outcomes.

A second conclusion that can be drawn from the data is that the sub-category responsible for most of the successful campaign within the theater category are Plays.

A third conclusion that can be drawn from the data is that journalism projects are the least popular crowdfunding projects on the site, as every single campaign launched was also canceled.

1. What are some limitations of this dataset?

Some limitations of the data set include vagueness surrounding the meanings of the columns. For example, what is the meaning of spotlight and if we knew, how could it change our interpretation of the data? Another limitation is the transformations that had to be made on the dataset to be able to interpret the results. For example, changing the date columns to a readable form.

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

I would be interested to see the countries that have the most success with kickstarter campaigns and filtering one of the pivot tables with country in the rows portion of the pivotable would achieve that. Another interesting table to see would be one that could show which categories have the highest success percentage. For example, even though theater has the most successful campaigns, it does not have highest success to fail ratio of all the categories, so at first glance this data could be misleading.