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

Given the data set we can conclude that the Category of Theater had the most successful Startups. Furthermore, we can see that the Sub-Category of Plays had the most successful outcomes within the Theatre Category. Also, we can see that Startups that were created in the first part of the year; spanning months April – May had a peak success of Startup outcome. On the flip side the months towards the last quarter of the year showed an overall decline of Startup failures with a small resurgence of success in October. The data also reflects that the Category of Journalism had little to no success at all in the Startup world. This could be because the 24 that were started were canceled, and they never had the chance to get off the ground.

What are some of the limitations of this dataset?

Some of the limitations of the dataset are that the data was collected from a limited amount of years (10). We could extend the data collection to the last 20 years to get a better representation of overall Startup results. Also, if we wanted get a better representation we’d have include more countries globally. Not all countries were represented in this data set.

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

We could create tables of the percentages of success over each individual year. Although we could filter in the pivot table we could have a more comprehensive understanding on a yearly basis. Also, we can make graphs reflecting the number of backers, their donations, and the pledged amount. This would give a better representation of the monetary impact on the data set.