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

1. While 2014-2016 accounted for the highest percentage of Kickstarter projects at 76%, only 37% of projects were considered successful during this timeframe. Of that period, 2015 represented the highest number of projects started, based on the dataset provided.
2. While the proportion of successful projects in some sub-categories was high, the highest number of successful projects came from one category: “plays”, in the dataset.
3. Theatre, music and technology were the top three (parent) categories for projects in the dataset.

What are some of the limitations of this dataset?

* We do not have a sense for location for these projects which could potentially give context around success versus failure
* We also don’t have a sense for how people were fundraising for their projects; this cadence could give further colour to how successful a project may be
* We don’t know if any of these projects had personal seed capital of the venture capitalist to begin with and therefore they may be someone who required a fundraising goal that was smaller

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

* We could have created a pie chart with the percentage weights of the successful, live, cancelled or failed projects
* We could have created a bar chart of the goal targets for fundraising based on category or sub-category type
* We could have created line or bar chart of the number of “backers” to successful projects based on category or sub-category type