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

* Looking at the Category pivot chart, we can see overall 53% of the campaigns were successful and 37% of the campaigns failed across all countries. Theater category has the largest # of campaigns and highest number of successful campaigns. However, by %, Music industry has the highest % of successful campaigns and lowest % of failed campaigns.
* Subcategory Play under the parent group Theatre is the largest subcategory, it accounts for 26% of all the campaigns. Even though the average success rate is 53%, looking closely at the subcategories, we see the success rate varies drastically across the sub categories. 25 out of the 41 subcategories have an either 100% success rate or 100% fail rate. This 25 subcategories account for 38% of the total number of campaigns.
* Looking at the pivot by date chart, we see there’s usually more campaigns successful than failed for all months except December. Campaigns that starts in May have the have highest chance of being successful while campaigns start in January has the highest fail rate. Out of the three line chart, we see the cancel rate has the lowest variability and is more consistent compared by success and fail rates.

1. What are some limitations of this dataset?

The data being analyzed are secondary data, therefore, there are some limitations of data quality. We are not sure of how this data is so there might be measurement error. We are also not sure who collected the data, so we are not sure of the authenticity of the data, there might be bias or exaggerated data to make certain campaign look more successful. The data is only collected until 2017, some of the information may be outdated. There may be changes in a lot of factors like people’s preference, # of people watching tv that affects the trends and will not be reflected this datasets.

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

We’ve looked at the categories and subcategories by the number of outcomes, we can also look at the dollar amount of the money pledged by categories and subcategories. We can also compare the % funded by categories and subcategories. There are a number of factors in the dataset, we can create line/bar graphs to take a look at the whether the campaigns is staff picked or the campaigns is in spot light has an effect on the success/fail rate and the dollar amount of pledged.