Between all countries, the parent category with the largest number of successful and failed campaigns was the theatre category. Including all countries and parent categories, the subcategory with the largest number of successful campaigns was the plays subcategory, followed by the rock and documentary subcategories. The subcategories of animation, food trucks, video games, and wearables had the largest number of failed campaigns, yet none of these subcategories ever exceeded 150 failed campaigns. Including all years and parent categories, the number of failed campaigns between January and December fluctuated between 100 and 150 while the number of successful campaigns dramatically decreased from May onwards, eventually ending up lower than the number of failed campaigns in December.

Some of the limitations of the dataset are related to demographics. The data cannot be separated by categories such as gender and ethnicity. It is not possible to figure out what percentage of each campaign’s backers consisted of men and women or how many African Americans supported a certain campaign compared to the number of Hispanics who supported the same campaign. The data also does not have a column to specify which region of a respective country in which a certain campaign is based. Many campaigns in this dataset seem to be based in the US, but it cannot be determined whether these campaigns are based in states such Georgia, Texas, New York, or Michigan. This detail is vague.

In addition to the bar graphs and line graphs created for this dataset, it could be helpful to also create a pie chart to represent the percentages of the total campaigns that were successful, failed, cancelled, and live. For the data specifically related to the number of backers for each successful and failed campaign, the measures of central tendency were taken to find approximate values to represent the large amount of data. It could be quite useful to use a box and whisker plot to show a quarterly range for the data and identify which campaign backer counts lie outside the norm.

When looking at the measures of central tendencies for the number of backers for both successful and failed campaigns, the mean seems to summarize the data quite well for both. However, this can be said more for the number of backers for failed campaigns than for the number of backers for successful campaigns. The successful campaign backers’ data had a variance near 700,000 compared to the variance of the failed campaign backers’ data, which had a variance closer to 4000. This would seem to make sense as some successful campaigns had backer counts that exceed 20000 backers and others had counts below 20. This sort of variability in the backer counts could easily skew the data and make it hard to pinpoint where the best estimate values of the data truly lie. There were many failed campaigns that received no backer support at all and no campaigns that exceeded 1000 backers, bringing the overall average of the data down as well as the variance of the data.