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

1. Music, film, and theatre have the highest percentage of successful campaigns.
2. Sub-category “plays” had the highest number of successful campaigns.
3. The month of December saw a dip in the number of successful campaigns, while failed and canceled campaigns don’t appear to be affected by the time of year. This may be attributed to the holiday buying season, but need more data over time to determine.

What are some of the limitations of this dataset?

Sample size may be too small to find significant relationships of the data.

Additional data may be needed to determine any cultural or geographical relationships.

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

Pie charts showing the proportions of outcomes per category or sub-category.

Clustered column chart showing the count of all outcomes per month of the year.