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

1. Hardware is a great category to be in. The success rate is 100%. The average pledged amount is $127K which surely is a great advertisement in itself for Kickstarter. In the sample data provided, Hardware contributes to 38% of the total pledges and 44% of the successful pledges. Clearly a category that works.
2. Documentaries are the next best category to focus on. A 100% success rate is followed by high average pledged amount of ~$25K. Documentaries comprise 11% of the total successful campaign money.
3. Music as a parent category works well. Barring two of its sub-categories in “faith” and “jazz”, it rarely fails to raise money. There are 540 successful projects, a success rate of 77% in the category; however the average pledged amount in “music” is on the lower side, with average pledge sizes varying between ~$4.5K to $6.7K per sub-category.

What are some limitations of this dataset?

1. Dataset lacks data on backers. Would have been good to understand backer preferences
2. Data is too USA centric, hence does not help uncover geographic trends
3. Data is

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

1. Staff Pick is a great way to predicting success. 486 of the 557 projects that were designated as Staff Picks were successful, a success rate of 87%. While in the opposite case, the success rate falls to way below at 48%. This can be found in the chart in Analysis Sheet 7
2. This becomes even more powerful when combined with Spotlight. “Spotlight”ed projects have a 100% success rate, all 2185 are successful. This can be found in the chart in Analysis Sheet 7
3. Not all industries are created equal. A few industries have a 100% success rate, while others lie at the opposite end of the spectrum. This can be found in the chart in Analysis Sheet 7