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

1. Categories such as music and theater tend to have higher percentage of “successful” campaigns. Conversely, categories such as food, technology, and games have lower percentages of “success” with higher percentage of both “failed” and “canceled” campaigns. This data suggests that donaters prefer to endorse music and theatre campaigns.
2. According to the data, high numbers of “successful” sub-categories with zero numbers of failed and canceled campaigns include classical music, documentary, electronic music, hardware, nonfiction, rock, TV, tabletop games. This suggests that donaters have a strong preference towards these sub-categories as compared to the other sub-categories that have failed or were canceled or both.
3. Results from the time-series line plot show that peak of “successful” campaigns occurs at May whereas peak of “failed” campaigns occur during October (presumably due to the holidays). “Canceled” campaigns remains to be consistent throughout the year, with slight peaks at July and November. Collectively, these data suggest that donaters are likely to endorse campaigns when it is not during the holiday season (Oct-Dec) and not during summertime (June-Aug) when people are away on vacation.

What are some of the limitations of this dataset?

1. Success or failure is determined by the donation amount set by the campaign, which is relative and can be subjective. Based on the outcome graph, it is much more likely for a campaign to reach goals at lower amounts (e.g., Less than $1000 to $4999) than at over $10,000 which has a 50/50 success rate.
2. Donations tend to be endorsed by people who can afford it (which may mean that they have secure jobs, more educated) – thus, “successful” campaigns may not represent the interest of the US population.

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

1. We can make a scatter plot between percent funded and average amount donated to observe whether there is a negative or positive correlation. This may tell us if we can predict the state of the campaign depending on how much a person donates.
2. We can make another scatter plot between the backers count and percent funded to determine whether there is a correlation between the two. This may tell us if we can predict whether a campaign can be successfully funded by the number of backers.