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

* From the first pivot chart, it appears that approximately 45.67% of Kickstarters in this representation are not unsuccessful, having either been failed or canceled.
* It is notable that Theater appears to be the most popular category of campaigns accounting for approximately 33.85% of the dataset, with Plays as its most popular sub-category accounting for 1,066 of Theater’s 1393 (or 76.52%) campaigns.
* From the line chart, it appears that the number of successful campaigns varies greatly through the year with a range of 111-233 with the greatest decline seen between the months of November and December, while the number of cancelled campaigns remains relatively stagnant with a range of 20-44.

What are some of the limitations of this dataset?

* The sample size we are working with may not be adequate in terms of drawing conclusions for the whole population. We have noted that over 300,000 projects have launched on Kickstarter. However, we are currently reviewing a database of 4,000 projects, which accounts for approximately 1% of all projects. To state that Theater is the most popular category may be extrapolating as we are not seeing the full picture.

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

* A pie chart is one example of another graph we could use to represent the breakdown of categories/sub-categories of campaigns. We could also use a pie chart to represent the breakdown of countries relative to each category or vice versa.
* Another chart we can consider is a bar graph to diagram the average donation of backers for each category. This help us better determine which areas more “generous” patrons tend to favor.