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

- Across all years and categories kickstarter campaigns have about a 53% success rate.

- The games category of campaigns have a lower than average success rate at 36% across all years

- After calculating the average, variation, std. dev., and max of % funded it’s clear that there is an extremely high level of variation between kickstarter campaigns that are unsuccessful, successful, and extremely successful.

2. What are some limitations of this dataset?

It is unclear of the average age of the donors so it’s difficult to get a handle on what demographic of people contribute most to kickstarter campaigns. There is also no mention of how much visibility/advertising these campaigns received. Did campaigns with extremely high levels of funding success spend money on advertising their campaign or did they have a very high level of grassroots organization? These kinds of numbers could be informative for people who may be considering using kickstarter as a way to fund their product instead of more traditional funding methods.

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

Create a table looking at the average donation to category in order to get an idea of how much backers are willing to pay for kickstarters depending on what category they are in. Create table looking at how length of time to fundraise affects whether a campaign is successful. Look at kickstarter campaign completion rates based on country the kickstarter campaign was held in.