Kickstart Campaigns

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

a.



b.

1. What are some limitations of this dataset?
   1. No tracking of what drives a success/fail rate so that focus can be put on reducing the failed campaigns and drive up successful campaigns.
   2. No cost per campaign such as payroll, expenses: this way you will know if it is worth doing again in the future or to discard the campaign based on margin.
   3. No variance between Goal and Pledged. The variance can help determine if the Goal should be raised/lowered for next campaign.
2. What are some other possible tables and/or graphs that we could create?