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

Based on the first pivot graph, we can conclude that the majority of Kickstarter campaigns, especially successful campaigns, focus on some sort of media or performance – films, musicals, music, etc. These are fields where it is notoriously difficult for even highly talented groups/acts to “break in,” and it seems that Kickstarter may be providing an alternative source of financing.

Based on the second pivot graph, we can conclude that plays in particular are a massive outlier, equivalent to the majority of other campaigns combined, especially successful campaigns.

Based on the third pivot graph, we can see that Kickstarter may have peaked in popularity around 2015. Though the data only go up to the first quarter of 2017, there seams to be a downward trend in activity in recent years.

1. What are some of the limitations of this dataset?

Most of the limitations of the dataset are related to privacy issues. We could learn much more about how Kickstarter campaigns succeed if we had the basic demographic data of supporters. It would also be interesting to examine networks effects to see how campaigns build momentum. This would require some kind of data from social media showing how shares drive interest.

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

The most significant factor that the exercise did not address is the monetary of a campaign. There may be a strong relationship between success, and the expense of a given project – or there may not be. It could be that less expensive campaigns succeed at a higher rate, but it could also be that expensive and ambitious campaigns succeed at a high rate precisely because they are ambitious, and therefore more likely to go viral and raise larger sums.

Were we to take the campaign goal (a continuous variable), and transform it into a series of bins (an ordinal variable), we could create graphs that visualize this relationship. We could also test for statistical significance using a Chi-square statistic, though this test of significance would not speak to the direction of the relationship.