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

1. Campaigns run in May tend to be more successful. Campaigns run in December are more prone to failure.
2. Campaigns in the theatre category tend to be the most successful.
3. Campaigns with a goal of $1,000 or less are the most successful. Campaigns with a goal greater or equal to $50,000 are the most likely to fail.

What are some of the limitations of this dataset?

1. The dataset only contains information on 4,000 out of the over 300,000 total Kickstarter projects.
2. According to the data, campaigns in the Theatre category are most likely to succeed. This could be that people interested in Theatre are more likely to be drawn to Kickstarter. While this is true in the parameters of this dataset, it would be incorrect to broadly state “People interested in theatre are the most likely to contribute to public funding campaigns.”

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

We could create a table showing the percentage of success/failure with respect to the campaign being a staff pick or not. We could also create a table showing success/failure of campaigns of campaigns that were lucky enough to be spotlighted vs not spotlighted.