Q1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Our data set is small so these conclusions may not be accurate to all Kickstarter projects:

1. In general the success rate is higher than failures in this data set.
2. The number of projects drops during the last 4 months of the year, and success rate is higher in June and July.
3. Theatrical plays are a large portion of the projects in this data set, almost double the next highest category which is film and video (344 vs 178)

Q2. What are some limitations of this data set?

1. Currency:

The data set has all the goal and pledged values in the original currencies, this means that the prices are not comparable to each other. Since each currency value is different when we are looking at the *same* price “goal” or pledged value the numbers don’t mean the same thing between two currencies.

1. Size of the set:

The data set (sample size) is 1000, is this reflective of the entire Kickstarter projects that have ever been started. What is the “population” and what percentage of that total population does our sample size represent.

1. Counties being studied:

Is it only north American and European countries that were selected or is the Kickstarter website only available in the listed countries. Is the data skewed because the majority of the data is from the US, would it be different if each country was represented by the same number of projects.

Q3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could look at success and failure rate or categories of projects per country to determine if there are certain trends in which projects have a higher backing in certain countries and if there is a specific preference for a category of projects.

It could also be interesting to assess the success rate based on goal amount per country, as each has a different currency and it would be interesting to see if within the same currency the trends observed currently would still be present and if the variance would change.