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

Some conclusions are if you create a kickstart campaign in the parent-category of Theater, Music, or Film & Video, there is a higher chance of success than creating a Kickstarter campaigns compared others.

As well as, the sub-categories with 100% success rate include classical music, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, tabletop games, and Television.

Last, there is a higher chance of success if you create a campaign in the beginning of the year, versus if you start a campaign at the end of the year, because if you look at the graph in December the number of successful and failed campaigns intersect at around 115, But if you look at January, the number of successful campaigns are at around 175, and failed are at 150. This is because people could be spending time on holiday, which means people are going on vacations, as well as spending more of their income on gifts or vacations, and not as much on donating to businesses.

1. What are some limitations of this dataset?

The first limitation I thought was how much money and resources went into the campaign versus what they got out of the campaign.

Another would be if the kickstart campaign failed, what was the second option after. Did they just give up, or try something else, if so what was it?

If they have done campaigns before, they would have a better idea of what the outcome would be to a successful campaign, versus if it was their first time and failed. As well as we don’t have pervious data to do a bench mark, it’s difficult to do comparison by country. For example this data set is very general, for example you can’t compare backers with various countries, the comparison count become a little bias because each country will have some biased from one category to another

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

I know other graphs that could help would be a pie chart or a scatter plot with a trend line. A pie chart based off of canceled, failed, live, and successful. Would allow us to see if overall there is a better chance of having a successful Kickstarter campaign. As well as if we made a pie chart divided by categories/sub categories, it would give us another visual showing the ratio of successful to failed to live to canceled as well, and see which would work best in our favor.

Make a pie chart based off of the countries, so depending on where you’re campaign is. You will be able to tell if you have a better chance of success.

A scatter plot with a trend line could also come in handy as another visual because if you divide the data up by successful, fail, canceled, and live. With an x access on the month, and how much they raised on the Y, you will see which sub categories would be the best option, as well as what an overall goal would look like.

A scatter plot with a trend line allows us to compare individual variable and see if there is a relationship. For example, I feel a relationship that could be important is the goal and the number of backers. As well as goal of campaign versus the amount of time given to complete the goal. The reason being is I assume that the large the campaign size the more time you need as well as more backers. So we could find a trend between this in that the larger campaigns that were more successful probably had more backers as well as gave themselves more time.