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

The first conclusion I can make based off of this data is that there is a sharp decline in successful campaigns at the end of the calendar year. I infer that this may have to do with the holiday season occurring and spending is directed more towards consumer goods as gifts rather than directed to funding kickstarters. A second, more obvious observation can be made that as the initial goal increases the odds of it failing to reach the goal also increases most likely due to it being more difficult to obtain $40,000+ which is where we see the sharpest uptick in failure. My final conclusion is that, by volume, Kickstarter sees the most campaigns in the arts. Whether it by music, television, or theatre, the arts dominate the Kickstarter site.

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

One limitations is that Kickstarter is relatively new to the game so to say, and because of this we are limited to the last few years of data which you can make claims based on but will not be very strong until we accrue more data to analyze. I’m not all too familiar with Kickstarter but I would imagine some campaigns would have a goal of well over $50,000 and simply lumping them all into one field could potentially skew how we view extremely high-goaled campaigns.

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

Another chart I would use is comparing the the average donations received to the different categories and sub categories. This would help pinpoint where bigger investors or spenders are looking when they use Kickstarter. I would do something similar with number of backers to categories and see which categories are most popular to investors/those looking to fund the campaign.