Part 1: What 3 conclusions can we draw about Kickstarter campaigns?

1. Music (77%), Theatre (60%) and Film & Video (58%) campaigns appear to be the most successful categories on average, while Journalism (0%) and Food (17%) campaigns tend to be the least successful.
2. Kickstarter appears to be a relatively popular option for funding prospective playwrights with 1066 campaigns; the next highest is rock music with 260 campaigns. Kickstarter could be a good option for those trying to get an artistic project funded.
3. In each year there appears to be a peak in successful campaigns between the months of March and May. There may be some benefit to launching a campaign in the Spring in terms of maximizing the probability of success. This is worth further investigation.

Part 2: What are some limitations of the data set?

1. The set of people that donate to Kickstarter campaigns is not necessarily representative of your target market, depending on the idea you’re trying to fund, so the conclusions drawn from the data may not be generalizable to actual real-world likelihood of success.
2. The categories can be decomposed into smaller and smaller subsections that may have different rates of success. For example, maybe 90% of the successes of rock music campaigns can be attributes to hard rock, and only 10% to all other rock variations; knowledge of the success rate of rock overall could be misleading.
3. Many Sub-Categories show 100% success rates (e.g. classical music, documentary, hardware, pop music). Further investigation into the whether the data set is accurate and/or complete should be done before making big decisions based on the insights derived from its analysis.

Part 3: What are some other tables and/or graphs that we could create?

1. Percentage of successful campaigns by Category/Sub-Category
2. Total number of campaigns by Category/Sub-Category over the total time interval
3. Percentage of successful campaigns by currency and country
4. Average length of campaign by Category/Sub-Category