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

The category most likely to succeed in securing funding is Music, followed by Film & Video. The best time to create a successful campaign is in May, while the worst months are October and January. Generally, the more likely to be successful a campaign is the lower the funding goal, with an uptick in success rate between $35,000 and $45,000.

1. What are some of the limitations of this data set?

The biggest limitation of this data set is that the monetary data isn’t converted into a single currency which may skew some of the graphs, namely the success rate by funding goal. Additionally, we don’t have data for the number of social media shares which may correlate strongly with success rate. We also only have the start date and end date of each campaign so the best month for receiving funding cannot be determined.

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

There are a few additional tables/graphs that could be useful given the data set that we have. Success rate by backer count, success rate by country, success rate by staff pick, success rate by spotlight, and success rate by campaign length all jump out as being potentially useful break downs of our data. Several of these carry assumptions for the strength of correlation but since we have the data it would be worthwhile to determine whether or not those assumptions are supported by our information.