Rapp

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

The first observation could be that campaigns focused around the arts (theater, music, film/video) are most likely to have received funding (63.5% of overall campaigns, 76.8% of successful campaigns), with plays specifically having received 25.9% of funding for all overall campaigns. It also appears that the overall smaller the goal, the more likeliness for success.

Secondly, grouping campaigns by year, there is a (rather large!) jump in campaign donations during years ’14, ’15, and ’16. This data supports the company opening projects in the Netherlands, later in central Europe, and finally in eastern Asia.

One last observation that can be made from this data is it appears as though gathering the attention of a ‘staff pick’ gives a campaign an 87.25% chance of being successful (11.9% chance of failure) while *not* receiving the staff pick results in a campaign only being 47.8% likely to being successful (41.2% chance of failure)

**2. What are some of the limitations of this dataset?**

One limitation is that I am not provided with meaning of some of the variables. I did have to research what ‘staff pick’ and ‘spotlight’ meant.

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

I created a graph to gather data on whether or not a staff pick, or even a spotlight, would increase/decrease chances of a campaign being fully funded.

It would also have been interesting to see/sort data by country, or even continent.