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

* While the number of successful campaigns is still much greater than those in other states, as more campaigns are added to Kickstarter, the success to failure ratio of the campaigns is narrowing.
* The three most popular parent categories for campaigns are “theater”, “music”, and “film & video” (in that order).
* The only successful “film & video” subcategories are “documentaries”, “shorts”, and television. None from “animation”, “drama”, or “science fiction” have been successfully funded.

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

This dataset may not be representative of the 300,000+ campaigns run, as the success rate of a Kickstarter campaign is one in three, but this dataset suggests that it is as high as ~one in two. Also, because this data is almost two years old, we may be blind to more recent funding trends.

This dataset also does not account for marketing efforts made outside of Kickstarter. One cannot attribute success to just the idea as it exists on this platform.

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

* We could compare the impact of the Staff Pick and/or Spotlight on campaign success by parent-category. This would be a bar graph with two bars above each category on the x-axis – one bar for Staff Pick: TRUE and one bar for Staff Pick: FALSE. The y-axis would be a count of successes vs. failures vs. cancellations. The goal of this would be to see if those recommendations could have an influence on campaign success.
* We could pull a table to compare what the average successfully reached goal was by parent-category to the average failure. The goal of this would be to see if backers tend to continue to support higher goals for certain categories over others.