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

The three most successful categories for a kickstart campaign are theatre, music, and film. Theatre for the sheer volume of campaigns, seems many people in the theatre community are familiar with Kickstarter. Music and film categories for having the best success rate per campaign.

Of the sub-categories plays by far have the most activities. With 1,066 total campaigns 694 of those are successful. Another striking figure is campaigns classified as rock music had a success rate of 100%. 260 out 260 campaigns. Other categories did not have such great success. Of the sub-category web no campaigns were listed at successful out of 160. The information tends to relay that a campaigns success depends on which sub-category the campaign is classified as.

The graph on sheet 4 depicts that the best time to start a campaign would be in May. While the worst time would be in December.

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

The amount of public interest would have been of interest. Such as the amount of social media shares. Did the campaign have a video? This I would infer would be important statistics to understand a campaigns success.

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

The percentage rate of success was not analyzed per category or sub-category. The success rate of spotlight campaigns vs non-spotlight campaigns. Percentage of success a promoted campaign vs not promoted. Average amount given per backer, then analyzing average amount per backer vs success rate.