1.

A. While theater is by far the most popular kickstarter(in this dataset) it does not come close to the highest success rate. The category that had the highest success rate is Music.

B. Kickstarters that reach their goal funding tend to have a much higher success rate.

C. Animation kickstarters tend to get minimal backing.

2.

This dataset does not have any indication on what is considered “Successful.” This can be a problem because while the kickstarter campaign may have been deemed successful we don’t know how it faired afterwards. There is also the issue of background on each kickstarter. While we know what the Kickstarter is we don’t know how much advertising or other methods of garnering interest were used.

3.

We could have compared the amount of time between the start date and deadline to see if there was a trend between the length that it was live to its success rate. We also could have looked further into the number of backers that you have compared to success rate. Similar to reaching your goal pledged there may additionally be a bottom line for number of backers needed to have a high success rate.