1. Arts based programs have the highest percentage of successful projects on Kickstarter. Specific arts-based categories with a high degree of success include music, theater, film and video. Plays have had the highest degree of success on Kickstarter. On a percentage basis, plays also have the highest amount of failures on Kickstarter at 23.1%. The greatest number of Kickstarter projects occurred in 2015. They had comparable amount of successes and failures in this year. On Kickstarter, successes have outweighed failures in every year on the graph. The was a sharp decline in the number of Kickstarter projects in 2017. July appears to be the most successful month to launch a Kickstarter campaign.
2. We do not have a dictionary with the data set. Though we can assume what the data in the majority of the columns means, there is opportunity to misinterpret the information. There are successes that have only put a goal out of $1. In some cases, these projects exceeded the goal by a great deal and others did not. This could potentially be an error in the data as most projects probably need a goal much higher than $1. There is a mix of currencies in the data which would need to be accounted for to understand the most successful campaigns on Kickstarter. We do not know what the backers received for each of the campaigns. Based on the incentive for the backer to provide money to the campaign, there may be other reasons as to why campaigns are successful on Kickstarter. The success and failure criteria are in the state column which is not in line with my expectation of the data that should be in this column.
3. We could create a scatterplot of pledged dollars vs. the number of backers to see if it is a positive relationship. I would assume it would be, but this type of chart will help us to determine if the hypothesis is true. We could also do a pie chart by country for success and failure to see where the greatest percentage concentration of each is. We could determine the number of months between the start of the project and the completion and plot the data on a scatterplot against number of successes/failures to determine if length of time has any correlation on the outcome of a Kickstarter project.