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

1. The chances of being successful decrease the higher the amount is, therefore it would make sense to have several smaller requests than to have it summed into one large campaign.
2. The higher the funding is requested as a goal; the failure rate increases substantially; from a 25% in goals set at $1,000 or less to over 58% for goals greater than $50,000.
3. Based the data collected for cancellations, failed, and successful campaigns, there has been a steady a trend throughout the graph, up until December when success rates go down. This could be due to people to have a desire to fund strangers and their campaigns as their focus could be on the upcoming holidays. Which they could be using their income for gift shopping for family and friends or traveling.

Question 2) What are some of the limitations of this dataset?

1. The limitation to the data set that mainly sticks out to the analyst’s opinion is the date frames that are selected. The time frames are generally set at 30 days or less which is skewing the results a bit. Based on the data stats, and as noted earlier, it would lead to one deciding that it would be more beneficial to have several smaller campaigns, to increase the chance of receiving funds. For example, instead of saying need $10,000 to make a movie about data science, one could break down the requests to: need $4,000 for cameras and movie props, need $2,000 for traveling and food for movie crew, $2,000 to for software and CGI, and $2,000 for other expenses.

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

1. The analyst would make a table/graph to look that the donated amount against the number backers, to see what the average amount of money per pledges are. After that, compare this information to the time frame, to see if there is any correlation to the point referenced in question 1, answer c, where the number of backers, and the amount of money decreases in the winter time due to holiday related reasons.