Kickstarter Date Questions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Kickstarter generates more successful campaigns than failed/cancelled campaigns.

May to July have the most successful campaigns, which coincides with a linear rise in failed campaigns in the same time period.

From January to November, successful and failed campaigns have similar trends in their data, however, in December successful campaign results are lower than failed campaigns and it is the only occurrence like that in the dataset.

1. What are some limitations of this dataset?

One limitation in the dataset is it does not account for the amount of money invested which made the campaign successful. This could be key to understanding if during months with the most successful campaigns, those campaigns did not have a goal of a high amount of money.

Also, looking at the Kickstarter campaigns by year to year as opposed to total per month may be a better way to gauge the success rate because Kickstarter has gained popularity over time, so early campaigns most likely had a high amount of failed and cancelled campaigns.

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

A graph that could be helpful, is to plot total investment of the successful campaigns to see if they correlate the time of year where it is possible to generate the most amount of money on Kickstarter.

A table that shows success rate by year, as opposed to by month, may illustrate Kickstarter success rate over time as the company became more popular.