1.)

A.) More successful campaigns were launched in May than any other month.

B.) Category theater has more campaigns than any other category.

C.) A campaign in the Music category has the highest odds of success.

2.) We don’t know the marketing stratagies of the launch. Some campaigns produce videos, while others produce only text. Some campaigns market on other social media accounts, while some only use the native Kickstarter platform. These insights would be helpful in identifying what features of campaigns predict success.

3.) Personally, I would be interested to see if the STAFF PICK designation was different among categories. For example, I suspect that Kickstarter staff may be biased towards the technology category. I would also be interested to see how the average donation varies across each month. A question may be “are people more likely to donate a higher amount during summer months?.”