**Response to Kickstarter Data**

by Julie Petrenko

1. What are 3 conclusions from the Data?
   1. That over half of campaigns are successful overall. I was surprised that it was this high, I didn’t think that online fundraising gathered this much support.
   2. That Kickstarter was used to much for the arts. With film & video, theater, and music making up over 63% of all campaigns. I always thought of Kickstarter as fundraising for consumer products. This changed my view of the company.
   3. That time of year didn’t make a measurable difference on campaign strength, with the exception of December. Maybe people were more concerned with their personal lives during the holidays. This challenged my perception that people were more generous during the holidays.
2. What are the limitations of the data?  
   Things do DON’T know
   1. Location of campaign. While we know the country, we don’t know the region. A lot of the campaigns were in the US, with theater and the arts being such a large percentage, it would be interesting to see if campaigns out of certain regions of the US did better or worse.
   2. Length of campaign. We don’t know how long each campaign was given to achieve their goal. Do longer campaigns have a higher success rate?
   3. Type of marketing. How did these campaigns market their campaign? Are there more successful ways to get the word out that make people want to donate?
3. Other possible tables or graphs.
   1. We could analyze it by country. Do some countries have more success?
   2. Size of campaign. Do large or small campaigns have higher success ratios?
   3. Number of backers as a percentage of the size of campaign. Do campaigns have more success with lots of smaller donations or less bigger donations?