Keegan Nair

1 - Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. Higher rates of successful Kickstarter success happen around July and August. July had the most successful kicker starters. Whereas January had the most fails. This could be due to the seasons occurring during these dates.
2. Plays have the highest rate of being successful as well as having the most failed Kickstarter attempts. This could be due to the popularity of plays.
3. Music was the second-highest Kickstarter, with rock being the leading subcategory. This can mean that many people want to see more rock bands emerge.

2 - What are some limitations of this dataset?

Some data for some categories are empty. Which in turn may make us assume that people did not want to see Kickstarter projects in those fields.

The majority of the data points towards theatrical events mainly focusing on plays. This may lead to us making the assumption that people mostly want to see plays.

We do not know where this data is coming from. If we knew the location we could better determine what season would be occurring during the months of the data. However, based on the data, it would be assumed that higher rates of Kickstarter events happen during winter. This could be incorrect as in different parts of the world, it could be summer.

3 - What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Pie charts – can be more visually appealing to the eyes. It make it easier to see which category is more preferred for each target audience.