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

1. Based on the data the food category of Kickstarter campaigns has a significantly higher chance of failure than others. Therefore, either the right marketing style and methodology has yet to be found or Kickstarter is not a good source for capital raising for food products.
2. Of the “Film and Video” category, the least successful campaigns have been the animation and drama sub-categories. However, all documentary Kickstarter campaigns have been successful. The date demonstrates that Kickstarter is the best avenue for this genre of film.
3. Within the Photography category – three out of the four sub-categories have zero successful campaigns. Thus, the photobook campaign the most likely version of a photography campaign to be successful in comparison to the others in its subcategory.

2. What are some limitations of this dataset?

There are many limitations with data sets, some limitations with this data set are the volume of data. With a larger set of data, we may be able to get a more accurate idea based on the metrics that we are using to find conclusions with. How accurate are the metrics we are and measurements we are using, the accuracy of this data could be up for question. With more data that accurately represented per day donations on each project perhaps we could get a better understanding and draw more accurate conclusions.

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

Another potential graph could be length of time per project per category fundraiser to see if there are ideal time durations for specific campaigns. Another table we could use is the success of a campaign in relation to the currency that the campaign was in. Another table could be the average pledge amount in comparison to the time of year, maybe people are more willing to pledge more depending on the time of the year.

Second Bonus

The median is the better to use because of the huge variance value calculated. The successful campaigns have more variance than the failed campaigns because more people contributed to their campaigns. The more people contribute to their campaigns the more variance there is in the data set for successful campaigns.