1.)The three conclusions that we can draw from the Kickstarter data are that mostly theater and music campaigns are successful, that rock music and plays are the most successful sub-categories, and that the highest success rates are when a Kickstarter is started in May.

The first conclusion that mostly theater and music campaigns was drawn by looking at the stacked column pivot chart (Exhibit A). Theater and music had a %60 and %70 success rate respectively.

Exhibit A:

Looking deeper into the specific subcategories that gave these categories their higher success rates I realized that the bulk of the success was contributed to plays within the theater category at a %65 success rate (Exhibit B).

Exhibit B:

Then looking at the subcategories of the most successful category music I saw that rock was by far the most successful subcategory with a whopping %100 success rate with 260 Kickstarters (Exhibit C). This subcategory was followed by classical music, electronic music, pop, and metal with all them achieving a %100 success rate with fewer Kickstarters.

Exhibit C:

The final conclusion that I arrived at was that the highest possibility of success is to start your campaign earlier in the year as opposed to later (Exhibit D). The line graph shows that the highest number of successful campaigns concluded in May. This would indicate that it is better to start your Kickstarter earlier in the year such as March.

Exhibit D:

2.) One of the limitations of this dataset is that it relies on the people creating the Kickstarter to properly categorize their project. For an example, they might categorize their music as rock because there isn’t necessarily a descriptive enough category choice. Another limitation is that someone might start a Kickstarter without really seriously pursuing the project. It is pretty easy to start a Kickstarter considering there are no negative consequences. This would result in a higher fail and cancelled rate than in reality. Another issue that I discovered with the data was that the R^2 value was very high in date created graphs (Exhibit D). The R^2 value was as high as .50 making the data very unreliable.

3.) Other charts and graphs to make would be to see which countries Kickstarter is most popular in and have the highest success rates. I would use Pivot Tables to investigate this aspect. Another table to make would be to see the number of backers in successful campaigns to see if there is any correlation. It would also be interesting if being a staff pick or spotlight status had any effect on success rates. Another metric to explore would be to see if the average donation had any impact on success rate. And finally if length of time that the campaign was running for had any impact on success.