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

The more backers a campaign had, the higher the likelihood of success and the overall success rate of Kickstarter campaigns were slightly above 50%.

Entertainment categories were more likely to succeed and categories such as music, theatre and films had the highest rates of success, with music having the highest success rate.

The higher the funding goal the less chance of success. As the target goal reached $40k and over, there was a sharper decrease in the number of campaigns that succeeded and a sharper increase in the number of campaigns that failed.

1. What are some limitations of this dataset?

The reasons for cancelled or failed campaigns, this information could give us more insights into why the campaign wasn’t successful. With the data we have at the moment, we can only link the success rate on the money invested by backers.

We aren’t able to compare success rates of Kickstarter vs other enterprises. Is a success rate of just over 50% much higher than the average for start-up companies and businesses, this would be interesting to know?

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

Success rates per country may show different trends and also could highlight some categories that may be more successful depending on the country.

Length of time the venture ran for compared with success rates. This could show whether there were trends of success for shorter or longer ventures.