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

2. What are some limitations of this dataset?

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

In reviewing the data provided it becomes clear that nearly half of all Kickstarter campaigns fail or are cancelled. This tells me that completing a successful campaign can be much more difficult than someone may assume. I would seem according to the data that the greatest successes can be found in those endeavors that were tied to the entertainment industry in some way with Theater and Music having the greatest successes in launching campaigns. Additionally Kickstarter campaigns that were started in the first part of the year had a higher success rate than those started in the latter months with the exception of November.

This data set is limited in that does not show us any details on the products that made it to market and what their profitability was. This would help us to project potential profit on future projects.

We could further break down this data to create detailed tables of which campaigns within a category were successful or failed. This would give us insights into types of food that were well received or which genre’s of video or music the public rallied behind to cause it to succeed.

Bonus 2 Statistical Data

In reviewing the data for the Backers on this data set the use of the Mean would seem to be more meaningful in comparing the data set. The mean shows a direct correlation to the success or failure of a campaign as opposed to simply the median.

There seems to be a much greater variance shown in successful campaigns than there is in the failed campaigns. I attribute this to the fact that the failed campaigns did not reach their goals and so were all in a similar situation regarding funds raised whereas the successful campaigns had much higher goals achieved and exceeded.