Conclusions

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

* In general, film & video, music, and theater Kickstarters are much more likely to succeed, while food, games, and publishing Kickstarters are very likely to fail.
* Kickstarters in general are more likely to succeed in from February through May and are least likely to succeed in December and January, although the difference is small.
* Within the dataset, the best years for Kickstarters were 2010 to 2013. From 2014 onward, the chance of success declined significantly. (from 73% in 2013 to 49% in 2014. As of 2017, pre-2014 success-rates have not been achieved.

1. What are some limitations of this dataset?

* Specific qualitative differences between the various Kickstarters have not been provided, for the most part. In particular, factors such as the presentation of the website, the pledge rewards, and so forth are not available.
* No demographics are available with regards to the number of people pledging.
* The social media following of the creators would be helpful and provide an interesting paradigm for analysis.
* The date that successful proposals reached their goal would be helpful, in addition to the date the Kickstarter ended, which we do have.

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

* Goal and pledge trends by country and by category/sub-category
* Average duration of campaign as correlates with the success rate
* The relationship spotlighting has on the success rate

Bonus Questions

1. Does the mean or the median summarize the backer count data more meaningfully?

* The median would be more helpful in this case as there are likely a significant number of outliers. Moreover, the backer counts are likely to have a long tail, statistically.

1. Is there more variability with successful or unsuccessful campaigns? Does this make sense? Why or why not?

* There is far more variability in successful campaigns. This is as expected as, in general, successful campaigns have more backers, and campaigns with more backers are going to also have a wider range of numbers of backers.