1.

* The relationship on Goal Amount and Success Rate seem to have an inverse relationship
* Theater projects seem to be the most successful overall
* World Music projects seem to always get cancelled
* Do not do a project for Journalism.
* US projects are the main driver.
* Live projects really have no bearing for this assignment

2.

* We have no information on the failure or cancellation. Just because it has ended it would be nice to know why it ended
* We have no information on who was the originator(s) of the project. Originator(s) of the project could be a person, company, non-for-profit, social club, etc. Failure could then be related that perhaps they were going beyond their means for this project. Furthermore, the person or group could have a history of failed or cancelled projects that could lead a backer for a possible new project to not invest.
* Have no information if the project was listed in any social sites to increase visibility to aid in its success
* No information on click and view counts of the project page itself
* No information about the backers.
* No information on investing levels or any type of stretch goals
* Where are the timestamps located? This could throw off interpretations of a country or time zone.
* Average is not the best metric on its own to measure. Its a perspective measure based on the goal amount. $5 is 20% and 2% to 100 and 1000, respectively. Also very small and very large numbers can distort it (Outliers).
* Just because it was a successful project on Kickstarter we do not know if it actually finished. Sometimes a project can be successful only to fall apart once they had the money. Which this could also lead to backer’s decision to invest or not.
* We don’t know how interactive the originator(s) of the project were with the backers and fielding new backers.
* We don’t know the frequency of the data pulls
* Don’t know if there are backers that always back a project(s) of a particular type of from a certain person or group who starts the project regardless of whether they believe it will succeed or not.
* No information of how many projects the originator(s) , also not listed, had completed before this project.
* A lot of the population comes from the USA so it skews decisions or observations made on other countries if not disaggregated. Also some countries don’t have enough data points to really make any reasonable observations.
* Do not have the information to understand what would constitute a staff pick.
* Do not know the information to understand what would constitute a spotlight.

3.

* Study the “Category” and “Sub-Category” of successful projects in relation to their funding percentage
* Using “Category” and “Sub-category” keyword text search of project description to identify frequency of use in relation to outcome.
* Take the aforementioned point and apply country as well.
* Recreate the assignment and layer in the field of staff pick or spotlight to see the outcomes.
* Study the outcome of category and sub-category in relation to goal amount, backercount, and outcome for a given year.
* Create a chart to show the trends for a given category and sub-category where each stack bar shows the outcome for a given year.