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

The first conclusion we can draw from the given data is that theater/plays were the most successful campaigns because their goal ranges varied from $100- $2000, with some outliers. These campaigns provided a clear and concise blurb about the theater as well as posted an attainable goal as well.

Another conclusion we can draw from the data set is that campaigns tended to be more successful going in from April to May and the following months of summer compared to the fall and winter. There is a steady decrease in number of successful campaigns from the month of May, while the number of failed campaigns began to increase from the same timeline of May onward.

Another conclusion we could draw based on the given data is that if someone were to start a Kickstarter campaign the best category to pursue would be music. Music had the 2nd most successful campaigns behind Theater while maintaining the lowest number of canceled campaigns at 20 as well as the second lowest number of failed campaigns behind photography. A campaign in the Music category would yield the best results.

1. What are some limitations of this dataset?

Since this was a limited dataset to about 5000 entries, we were not provided all the information on all the possible entries. This data set included a tremendous amount of Film/Television/Theater/Plays campaigns, therefore it led to be the most successful as well as the most failed number of campaigns in a category.

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

We could also make a bar graph about the percent funded value from each campaign to identify the ones that exceeded their goals and by how much. This information would then allow us to compare the number of backers with the average donation and calculate if the backers were more generous to a certain category or type of campaign or if a campaign attracted a large number of backers and why.