**Kickstarter Campaign Conclusions**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. The more ambitious the Kickstarter the campaign (in terms of $ goal) the more likely it will fail. 71% of $1000 goals were achieved while only 16% of $50,000 goals emerged successful. In other words there is a position correlation between size of $ goal and failure rate. In fact most campaigns were modest in terms of their goals. Fully 76% sought less than $10,000. These proved most likely to succeed.
3. The month a campaign was created seems to have little effect on eventual outcome. That being said initiating a campaign in December did yield poor results.
4. “Music” campaigns enjoyed the highest success rate, clocking in at 77%. “Theater” and “Film and video” followed at around 60%. Interesting enough “technology” campaigns performed poorly at 35% while “food” kickstarters did the worst with 83% failing.
5. **What are some of the limitations of this dataset?**
6. As mentioned in A) few campaigns sought higher dollar amounts. Therefore one cannot draw conclusions based on that small sample size.
7. How accurate is the data provided us? Are there deficiencies in the systems employed by KS? Can organizations that seek funding make it seem that that are collecting more than in reality?
8. It might be wise to clean the data somewhat, investigating “outliers” to decide whether they should be excluded from the dataset.
9. **What are some other possible tables/graphs that we could create?**
10. Determine if the # of backers (column L) has an effect on outcome. One could graph # backers on the x axis and % chance of success on the y axis.
11. Whether Kickstarter campaigns that originate outside of the US do better or worse. You could make a bar graph to illustrate this.
12. If KS campaigns that are spotlighted (column M) or staff picks (column K) result in greater pledges. It would be possible to generate a line graph showing % of goal achieved on the y axis. There would be 4 possibilities: both spotlighted and staff pick, Staff pick only, spotlighted only, or neither.
13. It would be interesting to know if newer campaigns were more successful as KS generated more buzz. “Date of Creation” on the horizontal access, % goal achieved on y.
14. Also what was the consequence of longer vs. shorter campaigns? The length of a campaign could be determined by the difference (in number of days) from creation to deadline. The “length in days” could be graphed on x-axis with % goal achieved on the vertical.