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

It is obvious that the smaller the initial goal, the greater the chance a project will have to succeed. Success rates incrementally fall after a maximum of 71%, which has a goal of less than $1,000. Between goals of $5,000 and $49,999, there is an equal chance (44%) of a project succeeding or failing, with a 12% chance of it being cancelled. There is a steady rise in the chances of a project being cancelled as the goal amount rises. In general, projects tend to fail the longer they go on. On the graph showing the “Date Created Conversion” we can say that projects which came out in early summer or early winter had a better chance of succeeding, but this was proportional to chances of a project failing also.

1. What are some limitations of this dataset?

We cannot tell anything about the demographics of those who pledged except possibly to assume they are from the same country as the Kickstarter. We also only get 12 months of data. I would feel more comfortable telling a story with this information if the time scale went on longer, at least three years. The conversion dates also need to be explained better to be understood. In fact, the graph showing the states of the projects based on the date created conversion really don’t give any explanation or useful information. I feel that this information would be better viewed in a bar graph. This data also needs some sort of feature which shows the monthly states by month by year. A bar graph would solve this problem as well.

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

I tried to create a pie chart which would show whether a project had a greater chance of survival based on being a Staff Pick. A table showing the revenue from the project would be helpful as well, to see how many projects continued and became successful over time.