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

From the data, we observed that projects were launched more frequently from May-July and had a higher success rate in the earlier part of this time frame. From this observation, we can conclude that the success rate and the launch rate of projects was related to the effect of the season. In the winter, the converse was observed as projects had the lowest success rate and generally lower number of projects launched compared to earlier in the summer.

Another conclusion that can be drawn is that music had a significantly higher number of successes compared to failures and thus appeared to be more appealing to the public. Rock music particularly was the most successful considering there were no failures within this subcategory out of 260 projects launched. With such a high success rate with the number of rock music projects launched, we can conclude that rock music appeared as an extraordinarily attractive genre.

From looking at both the data within categories and dates, we can conclude that the effects of these two independent variables are linked. Theater was a category that was very representative of the data set with its very large sample size. After filtering the dataset to theater, we can observe a pronounced peak in success rates of projects with a comparably low number of failures. The trend observed within this category was very similar to the overall dataset. This suggests that the time of the year has a considerable effect on certain categories’ success rate.

1. What are some limitations of this dataset?

A major limitation of this dataset is that there may be bias regarding the target demographic. It is not reasonable to jump to a conclusion when comparing categories if the demographic is not controlled for when collecting data. A young audience may prefer music, rock music especially over an older audience. The demographics of the dataset should be collected/included to provide more meaningful results.

Another limitation is that the goal amount for each project may be arbitrarily set and is not a good metric to use when comparing successes of projects. The goal amount varies considerably between projects and some projects may have a harder time reaching the goal due the amount set.

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

Another pivot table/graph(s) that could be created is to show the percentages of success/failure/cancelled of projects by category, subcategory, and month. This will make it easier to visualize the actual rates and make more informed conclusions about the data.

Also, a pivot table/graph can be created to show average donation of the projects by category, subcategory, and month. That way, we can see any trends/relationships from the amount of the average donation made to the success of a project.