What are three conclusions we can make about Kickstarter campaigns given the provided data?

* 1. Most of the campaigns launched were in the theater industry, followed by music & technology.
  2. There are 10 sub categories with 100% success rates, most of them in the music industry
  3. There appears to be a relationship between goal amount and outcomes, as goal amount increases so does the % of failed campaigns, and vice versa. Campaigns with a smaller goal amount have a better chance of success.

What are some of the limitations of this dataset?

* 1. Overly generalized campaign categories- maybe there are further subcategories, or identifiers that could be assigned to each campaign that could help identify deeper trends.
  2. Some of the column names are vague or not intuitive, example “State” should have been labeled “Outcome” or “Status”.
  3. Lack of data related to other factors that could affect the success of a campaign, such as marketing methods/efforts, and length of campaign.

What are some other possible tables/graphs that we could create?

* 1. Presenting the values as a % of row or column total…for example… Campaigns in the Music Industry have the most likelihood of succeeding with a 77.14% success rate closely followed by theater campaigns at 60.23%. However, Music campaigns in the Faith, World Music, & Jazz genres have a 100% fail or cancelation rate, while all other genres, have an almost 100% success rate. Food and Game campaigns have the highest failure rates at 70.0% & 63.64% respectively.
  2. A Table/graph comparing the success & failure rates of “Staff Picks” as a predictor of campaign outcomes.
  3. A table/graph comparing the success & failure rates by # of backers, as a predictor of campaign outcomes.