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

Kickstarter campaigns are varyingly successful depending on the nature of the campaign; if the subject of the campaign is not particularly popular, it is likely that funding will not go well (world music failed all 20 times there was a campaign).

Kickstarter campaigns seem to have had a sharp increase in popularity over the course of 2013-2015, but the volume of campaigns declined sharply between 2016-2017.

Most campaigns are focused in the US.

2. What are some limitations of this dataset?

We do not know who the audience for each of these campaigns was – different groups likely have different funds and willingness to pledge money for certain genres.

We could always use more information such as the amount of money pledged by a certain time in the life cycle of the campaign. More information could always prove useful depending on the questions that we are trying to answer.

Assuming these projects are from one organization only, it is hard to make observations about Kickstarter campaigns in general (only this one organization’s).

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

We could look at campaign volume and status over time to gauge the popularity and success of Kickstarter projects over time.

We could also map out performance (status, funding %, or something else) based on the length of time between the start of the campaign and the deadline to gauge things like popularity of certain genres.