1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Kickstarter campaigns within the “Music” category are the most likely to be successful, as 77% of them are successful.
3. 7 out of every 10 food Kickstarters fail, making it the most likely category for a failed Kickstarter. However, all 24 Journalism Kickstarters were canceled, making it have the lowest overall success rate at 0%.
4. December was the only month with more failed Kickstarter campaigns than successful ones in the average year.

2. What are some limitations of this dataset?

1) The Kickstarter data runs from 2009 through 2017. Given that the recession occurred for a sizable chunk of this time, people may have been less likely to support Kickstarter’s at this time.

2) There are several different currencies used throughout the sheet, but there is not a standard exchange rate at the specific times of donation to help convert the actual value of the funds raised.

3) Other more specialized crowdfunding options may have started during this time period. For example, if there is a crowdfunding site specific to music launches, many people may have taken their ideas there instead. This could skew the data by category.

4) Goals could have shifted or been subjective by user. One famous Kickstarter campaign includes a user who raised money to learn how to make Potato Salad. He ended up raising over $55,000. The bottom line is that success is subjective and based on how lofty the goals are.

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

1) We could look at the average donation size by year to see if people were more likely to donate in different years.

2) While we have examined whether rates of success have improved over time, we could take a closer look at whether larger campaigns are more or less likely to be successful over time.

3) We could examine whether Staff picks correlates with success for the Kickstarter

4) We could examine if Staff picks skew towards specific countries or categories.