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

* It’s surprising, but the sheer number of playmakers who have sought funding via Kickstarter for proposed plays is more than double the next highest category, music. They must have found Kickstarter was an efficient way to raise capital for paying actors, purchasing props, and funding other production activities. However, it looks like over a third have failed in terms of funding goal or been cancelled.
* The technology category has the highest percentage of cancelled campaigns. This may indicate the risky, complex, and very competitive market for consumer technologies.
* The count of states by year is telling. The number of campaigns peaked in 2015 then took a dive in 2016 to 2017. This may reflect an early enthusiasm in the market for crowdfunded ventures which gave way to a crowdfunding hangover. Or, it’s possible Kickstarter changed some requirements for potential campaigns meaning fewer made it through.

1. What are some of the limitations of this dataset?

* The data set has limitations only insofar as you are trying to draw conclusions. For instance, how much pre-work is required to show that the submitter of a campaign is serious about the campaign and its goal? Have they raised any funds privately? Do they have to put up any of their own capital from the get-go? Do they have a prototype? We don’t know so we can’t draw conclusions about one’s chances of success given their pre-Kickstarter position.

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

* It would be interesting to see the number of backers per campaign per year. This might give an idea of how Kickstarter’s popularity has grown or decreased over time among those funding the campaigns. We could do the same for total funds pledged. We could also see which projects were the most popular based on total funds pledged and number of backers. It looks like 2013 was a year with at least two very popular campaigns gaining more than 20k backers each. Since 2013, we haven’t seen such popular campaigns (see worksheet “BackersCount”).