1. One, base on yearly trends, seems like kickstarter is losing popularity, where more recent projects are less likely to succeed. Two, different subcategories have wildly different success rates, music and documentaries are very likely to succeed where as animations and video games have all failed. Three, in terms of monthly trends, seems like early in the year projects are more likely to succeed.
2. The data set only have so many fields and can be missing many important contexts, for example, some projects may have external funding or extra publicity like an appearance on the show “shark tank”. Or things like quality of backer perks that can greatly influence a project’s success. Also, the measure of success is pretty binary here, many projects get successfully funded but end up not delivering the product or under deliver where the product would be missing features.
3. We can explore the ambition of project and how it affects the funding using the project goals, a project looking for just $500 is way more likely to get funded than a project that is asking for 1 million dollars. We can also look at staff picks, and see how that extra promotion and publicity affects the funding of a project