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

Most successful categories are related to music, video, theater. It seems the users on KickStarter are looking for funny things or entertaining products more than others.

Maybe because:

1. This kind of products are easier to understand and more straightforward to catch users’ eyes
2. This kind of project, creators usually already have some demos instead of idea.
3. Most users are young people and willing to pay for fun.
4. This is a platform, people have no confidence with products which are too serious.

When we select different country, we can find most of projects come from English speaking countries (US, GB, CA, AU…). It might imply the language is a very important factor for new market development.

Plays, rock, and classical music got most successful rate. These sell tickets, albums…won’t charge too much like $500 or thousand dollars.

We can see the trends of 3 lines are quite similar, go up in Summer and go down in Fall. The proportions are quite stable (almost 50% all year around). Seasons might affect the amount of whole project, but affect the success rate little.

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

No data about the creator. We can find more information from the creator, but not just product.

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

Average donation and state.

Goal and state

Duration between launch date and dead line and state

Staff pick and State

Spotlight and State

Spotlight and category