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

a. The higher the goal was, the less successful the campaign was.

b. Music is the most successful category.

c. Any campaign that includes the subcategory web fails or is cancelled in the dataset.

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

There have been over 300,000 projects and we analyzed only 4000 of those projects. That’s only ~1.3% of the sample we could have looked at. The other 98% could tell a totally different story than the one presented in the dataset.

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

We could compare country to the goal, seeing if country and the amount contributed correlate in some manner. Another one we could do is comparing average donation to success rate or comparing the number of backers to the countries the campaign begins in.