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

There are many conclusions that can be drawn from the data provided, the three I found most interesting, surprising, or counterintuitive are as follows:

1. The technology category has a greater than 50% failure/cancelation rate, however the hardware subcategory has a perfect (according to the data provided) success rate. Conclusion: people are far more willing to fund stand-alone appliances than they are wearable technology and “gadgets.”

2. December is a really bad month to start a Kickstarter. In fact I wouldn’t start a Kickstarter outside of the Feb-Jun months. Conclusion: people fund more projects in the first half of the year. Speculation: within several months of Christmas people are significantly less likely to spend money on items they may not get in time for the holiday?

3. The obvious conclusion to draw from the bonus exercises is that there is an inverse correlation between the goal set for a project and the likelihood that it will be funded, however what I found surprising was how flat that correlation was. The only bins that varied significantly from the mean rates of success were the two open-ended bins. My conclusion is that if goal cost is a significant factor in project success the point at which it begins to affect outcome is somewhere above $50,000. I attempted to run a regression and scatterplot on that same data to gain some insight in to the upper end goals, however the outcome was not as helpful as I wanted. The best way to examine that data would be to continue the bonus exercise bins up to about $400,000. I may still do that, but it would be labor intensive the way I initially set up the formulas, and I want to get this homework submitted now!

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

We don’t have the dataset of donations. Median contribution is impossible to calculate with only total backers, and total pledged. I would personally like to know more about the breakdown of donations. For example average donation is not likely to be a good way to estimate what an appropriate future price for a product going in to production should be since many projects are likely to be skewed towards a few high donations from rich backers willing to invest a lot more than average to get their product made.

It is probably incomplete. This is speculation based on examination of the hardware category. The data ranges from 2009 to 2017 however in that time 100% of hardware projects were fully funded. This fails my common sense test.

At no point did we convert currency for our previous analysis. Most data, including the largest outliers in goals are in USD so this may not have skewed our data much, but it did introduce some error in to the bonus exercise. (This is less a limitation of the dataset and more with the analysis as directed. It’s another relatively simple fix I would take on along with extending the bins if I was doing a longer analysis.)

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

As stated earlier I would like to see an extended table of state based on goal amount.

We could dig in to statistics relating to how projects, their state and goal varied based on country.

We could search for correlation between staff picked projects and spotlight projects and their success.

We could examine the relationship between length of a project (launch to deadline) and its success.