1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

One obvious point is the timing of starting a Kickstarter. Starting in the late November-December time frames shows a trend of failing kickstarters. I theorize this is due to being within the holiday spending season, thus the kickstarters do not get the initial momentum needed with donations—but more data would be needed to definitively confirm that. Another conclusion is that music has a comparatively larger success rate than the other categories. Going off of that another conclusion is that the main focus of most of the kickstarters seems to be focus around the “arts” –namely music, film, and theater. Further, these are the most successful categories as well, both by percentage of success as well as total successful. It can be concluded that items in those categories have a larger chance for success.

1. What are some limitations of this dataset?

One of the limitations with the dataset is not knowing what is the max donation. Some kickstarters may have reached their goal from a singular large donation. Having that information could help shed light on what projects may have the potential to attract large donations. Another limitation is not knowing when the donations were made. Knowing when donations were made could help reflect if there was specific advertising or pushes that increased donation counts at specific times.

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

Other possible tables and graphs that could be created is a comparison of states based on the goal. This could help establish if there are certain price points that are a tipping point for success on kickstarter. Another comparison could be the average donation in comparison to date. This can not only help reflect what are the most effective times for a kickstarter to push for donations, but also provide information on how the amount of donations have been increasing over time.