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

First, once the goal amount reaches a certain dollar amount, the more likely that the campaign will either be cancelled or fail. There is a significant drop in the percentage of success after $5,000.00. Secondly, most of the Kickstarter campaigns are created in the United States and also have the most success rates. It could be a multitude of reasons why this phenomenon is exclusive to North America. First, Kickstarter is an American company, so perhaps in other countries, they have other crowdfunding abilities in other countries, so it seems heavily skewed. Lastly, the majority of successful and failed campaigns come from the theatre division, from plays.

1. What are some limitations of this data set?

The data doesn’t take into account the length of time to reach goal amount. There are a few campaigns that asked for an exorbitant amount of money and only had less than a month of conversion before cancelling the campaign. Had they given the campaign more time or lessened the goal amount to reach, they might have had more success.

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

You could explore the relationship between the amount of backers and the longevity of the campaign.

BONUS

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Based on the data, there is more variance between successful campaigns than there is with unsuccessful campaigns. This could be due to the number of backers that support the campaigns and the likelihood of the success or failure of the campaign. Where there is support from backers, the variance between the average amount of backers between a successful campaign and the highest value is much greater than the variance between the average amount of backers and the highest value of backers in an unsuccessful campaign. If you look further into the standard deviation, the number for successful campaigns has more range of data than unsuccessful campaigns.