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

Given the dataset, we can conclude that campaigns in the category “Theater” have the most successes, but also the most campaigns out of all the categories. The category with the highest success to total campaign ration is music. We can also conclude that plays are by far the most numerous sub-category campaign. The sub-categories of classical music, documentaries, electronic music, hardware, metal, nonfiction, pop, radio and podcasts, rock, shorts, tabletop games, and television are all almost always successful. Given the pivot line chart, we can also conclude that in every month except for December, there are more successful campaigns than there are failed campaigns.

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

A possible limitation of this dataset is that the data is divided into countries, but not into areas of each country. The US is a large country and the Kickstarter projects that are successful in one area may not be successful in other areas. The majority of the data is from the US, where Kickstarter is prominent. Data from another country could skew the data to the failures and successes of that country.

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

Although there are infinite possibilities, some possible graphs/tables that we could create are a comparison of the number of backers for each category/sub-category as well as the average donation of each category/sub-category and the rate of success in each category/sub-category. This would show us if the success of the project is related to the number of backers of the average donation; if there are more backers or a higher average donation is the campaign more successful?