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

The first conclusion is that Backers seem willing to spend in the summer months, October and November. This is the best time to launch a Kickstarter campaign. The second conclusion is that overwhelmingly Plays are successful as well as the various music categories. Classical Music, Electronic Music, and Indie Rock are all generally funded. However, the third conclusion is that a few are not funded at all. Translations, Video Games, Web, Art Books, Audio, Food Trucks, People, Restaurants are all either failed or canceled.

1. What are some limitations of this dataset?

There is only 4,115 data points. If you look at kickstarter.com/help/stats you can see that 493,646 projects have been launched. We have a very small slice of data.

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

A pivot chart with the percentage of funded vs unfunded could be helpful to see. We could compare that to Kickstarter’s which is 37.89%. On the Kickstarter stat’s page we can also see that successful projects vs unsuccessful projects earned much more $4.63 billion vs $476 million.