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

I could draw several conclusions from the provided data.

The first conclusion is that the parent category for Music can be observed to hold the highest percentage of success when compared to the other parent categories. Some thoughts of curiosity in this dataset is to determine what factors affect the high percentage of successes when compared to other categories. Some hypothesis is the scale of production is much smaller when compared to theatre or game development.

The second conclusion is that the sub-category for theatre, solely plays, has an extraordinary number of total projects when compared to the rest of the sub-categories. Barring any thoughts on their ratio of success to failure, the amount of interest of funding plays is tremendous.

Lastly, more projects are created in the first half of the year vs. the latter half. What is more interesting about this correlation is the observation that the number of canceled projects stay the same year-wide while the rate of success and failure spikes between the 1st and 2nd quarter while December is the sole month where the amount of failed funds exceeds the number of successful funds.

1. What are some limitations of this dataset?

Some limitations of this dataset are that there is lacking data in regards to the tiers offered in each Kickstarter and the rewards offered to each tier. While I am unsure how this data could be efficiently be displayed or quantified, this data will be very useful when especially correlated with the state of success for each project. A question I would like to explore, using this data, is whether or not the amount of reward tiers, and the scale of difference of rewards per tier, affects the overall success of a project.

For example, let us say there are two Kickstarters. Both Kickstarters are the same type with a similar concept and idea. Both have the same goal to be successfully funded, but the only variables that different are the following:

Kickstarter A has a higher number of different tiers, but Kickstarter B offers a greater amount of rewards between their tiers.

With this data, we can determine if having a lot of tiers with a smaller variance of rewards, versus having a small number of tiers with greater variance of rewards, will positively impact the chances of success.

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

Some possible tables or graphs that we could create, with the existing data set, is the number of project states in correlation to the country. A question I would like to try to explore is if any conclusions could be drawn regarding if any countries experience a higher chance of success with the goal of motivation of research on the “why” of this phenomenon.

An interesting graph is to visualize the number of project states in correlation whether or not the project is a “staff pick.” I’d like to measure the level of increased chances of success if a project is staff picked or not. The results would be useful information, especially within Kickstarter upper management, to see if this can negatively impact the health of all projects or the Kickstarter culture. If the community notices that projects that are staff picked succeed while others will likely fail, this may cause a decline of project creators that will utilize Kickstarter. If this scenario happens to become a reality, this will have Kickstarter lose ground to be the preferred choice for crowd-funding.