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

There are multiple conclusions that can be drawn from the Kickstarter campaign dataset. One conclusion is that theater accounts for the highest amount of use for Kickstarter. On a related note, the category of theater has the highest number of successful and failed projects. A second conclusion is that the only categories that had more successful projects than failed projects were theater, music, and film & video. All other categories had a greater number of failures than successes; one exception to this the category of journalism, which had no failures or successes. A final conclusion is that when looking at all of the years that were covered in the dataset, the month of June had the highest number of successful projects.

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

One limitation of this dataset is that it does not give all of the variables as to why a particular project failed. In other words, the dataset does not elaborate on why individuals chose to not give their money to a particular project. A second limitation is that there may be overlap on what constitutes a failed or cancelled project. Technically both categories did not reach the goal. Additionally, it is unknown whether the starter of a particular campaign chose to end a project because he or she knew that a project was not going to reach its goal in time or whether a project was cancelled for reasons unrelated to funding.

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

It would be helpful to make a graph that allows for a comparison between the number of “backers” or project contributors and the successfulness of a particular category of projects. Similarly, it would interesting to see a line graph that displayed the number of contributors for projects per year to determine if there is an increase or decrease in the amount of people willing to use Kickstarter.