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

* Theater is the most common Kickstarter category, and plays are the most common subcategory.
* The number of successful kickstarters appear to dip in December, particularly around the end of December.
* Campaigns with a goal of greater than 40,000 (in whatever currency) appear to have a huge dip in success.

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

It is important to understand that data is limited by the subjectivity of some of these categories. The starter of a Kickstarter campaign will determine the category and subcategory of their project. The terms “successful” and “failed” are used to describe whether the project was successfully funded and met it’s goal by the deadline. However, these terms do not indicate whether the project itself was successful and should not be used to indicate whether an individual should donate money to a project to project success in the endeavor. We also did not adjust for the currency of the goal, so for the bonus, we incorrectly placed GBP values in the same categories with USD values.

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

There are several variables available in the data that we did not map, including average donation, number of donors, length of time of the campaign, etc. Many of these fields might have more visible trends in success/failure of the campaign than the category, subcategory, or goal. It would be interesting to do some statistical analysis and find the field with the highest correlation to the goal, similar to the regressions we did in class.