Kickstarter Data Analysis:

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

Three conclusions that we can draw from the data of the Kickstarter campaigns are:

1. The campaigns that are reach their donation goals the most fall under the category of music.
2. Campaigns that primarily involve journalism or food are the least successful types of Kickstarter campaigns with 0% and 17.5% success rates respectively.
3. Campaigns that begin in May have the highest success rates -60.6%.
4. What are some limitations of this dataset?

One limitation of this dataset is that it is somewhat subjective what categories different Kickstarter campaigns are labeled. Some could fall under multiple different campaign categories, but only one category/subcategory is chosen for each campaign.

Another limitation is it difficult to determine which type of campaign categories are truly the most successful as there are many more campaigns for theater productions or music ventures than other campaigns. Their greater success rates could be just due simply to a greater sample size rather than the categories themselves being more likely to be successful. Similarly, just because campaigns involving food or journalism have the lowest success rates does not mean that they are truly less likely to be successful as they are also the two least common types of campaigns conducted. You would need a greater sample size to better conclude that these types of campaigns are the least likely to be successful.

Last, we do not know why every campaign was canceled. Some or many may have been canceled not out of financial concerns of not meeting the pledge goal, but due to other unknown reasons. Also, some failed or canceled projects may have set an unreasonable donation goal that had almost no chance of being met.

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

We could create a table showing the success/failed/canceled/live rates of all campaigns by country of origin with a stacked bar graph showing the number of successful, failed, canceled, and live campaigns to show which country had the greatest number of campaigns and the highest success rates.

We could create a table/bar graph showing the average donation of different categories of campaigns to show which types of campaigns received the highest single donations on average.

A final table we could create that may be relevant information to a decision maker is the length of time a campaign was going on for and how that correlated with how likely the campaign was in reaching its campaign goal. You could split the dates into less than 1 month, 1 to 2 months, 2 to 3 months, and more than 3 months and see which was the most common length of time campaigns were conducted for and which length of time was the most likely to have a successful campaign. You could make a stacked bar graph to show that information as well.