REPORT

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. CONCLUSION 1 | The smaller target amount, the higher odds a kickstarter will be successful.
   2. CONCLUSION 2 | Sweet spot of successful kickstarters at higher amounts seem to be generally around the $30,000 to $45,000 range.
   3. CONCLUSION 3 |Projects revolving around the fine arts (IE; Films, Music, Photography, and Theater) seem to have the best success rates.
2. What are some of the limitations of this dataset?
   1. LIMITATION 1 | Dataset does not take into consideration the length of funding time allocated to each product (IE, Project 1 might have been more successful than Project 2, but Project 1 was over the period of 3 years VS Project 2 being over the span of 1 year).
   2. LIMITATION 2 | Dataset does not take into consideration the aftermath of kickstarters. There have been documented reports of successful kickstarter projects not following through on their promises, on the opposite spectrum of that, there have been plenty of kickstarters who did not reach their target goal (high target), but still ended up successful.
   3. LIMITATION 3 | Dataset lacks information about donator awards. Majority of kickstarters offer certain “thank you gifts” for supporting their product. It is an avenue that should be explored, so future kickstarters can examine if how awards are structured does have an effect on whether or not an individual would donate to the project.
3. What are some other possible tables/graphs that we could create
   1. GRAPH 1 | Referencing limitation 1 above, we could create a graph that takes into account the length of funding time attributed to success.
   2. GRAPH 2 | Referencing limitation 3 above, we could create a graph taking into account the average donation amount per project, and then cross referencing that amount to the allocated “donator gift”, to see if there is a pattern of most successful “gifts” to actual donations.