* Kickstart Study Outcomes

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Three conclusions that we can draw about the campaigns are the visual arts are more successful, springtime is more successful than winter, and success was determined based on higher number of pledged contributions. For example, plays are more successful at 694 than electronic music at 40.
2. What are some limitations of this dataset? Some limitations of this dataset are too small of goal ranges, advertising using certain blurbs only attract a set group of participants, and unfair advantage for the companies that have a higher backers count. Overall, the data shows a direct relationship between average donation and success rate.
3. What are some other possible tables and/or graphs that we could create? Other campaign variables that could be studied are prolonged campaigns versus short term, and campaigns based in certain city locations. For example, larger cities might be more difficult to have successful runs because of competition.