1) The most successful campaigns are from the parent categories film & video, music, and theater. The most successful sub-category is plays, but it also has the highest number of failures. The more backers there are, the higher the likelihood the campaign is successful. Campaigns seem to have the most success when ended in May, and the least success when ended in December.

2) We can’t see the average income of the backers, so we don’t know if people in different income brackets prefer different types of campaigns. We can’t tell when a campaign received its funds (ie whether funding was distributed evenly over time or whether there were large chunks received at the beginning or end).

The sub-categories are rather limited. We have plays, but we don’t know the genre (comedy, tragedy, etc). It can sometimes be divined from the “blurb” column, but not in an efficient manner. Maybe a machine learning algorithm could be used to perform a sentiment analysis there?

We don’t know how/if the kickstarter campaigns were advertised. Some may have head more or less exposure than others.

3) We could create a line chart to see if there is a relationship between established goal and likelihood of getting funded (actually never mind, it looks like that is covered in the bonus section). We could also create line charts to see the relation of the campaign’s spotlight status to how many backers it got as well as whether it was successful. We could also find out whether the number of backers is related to the average amount of money each of them gave. It would be interesting to see if the number of backers decreases in the month of December, or if it’s just the amount of money they give that decreases. Perhaps people are too busy spending money on Christmas presents to want to back kickstarter projects.