Kickstarter Campaign Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most of the campaigns are successful.
   2. Seasonally: Kickstarter campaigns are more successful in the first half of the year, particularly in May. They are least successful in December, probably due to holiday expenses that prevent people from funding them during that time.
   3. Very few campaigns are canceled as a percentage, 9% on average.
2. What are some limitations of this dataset?
   1. The data does not provide any detail on why the campaigns failed.
   2. The donations are in different currencies; therefore, it is hard to analyze them on the same scale in terms of dollars.
   3. There is no definition for the spotlight category to understand how that would impact the campaign’s success.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a chart on the average donation.
   2. We could convert the currencies to USD and compare the contributions by country.
   3. We could analyze which years were most successful.