1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. Theater is by far the busiest category with peak months being June and July.
3. Highest success rates for contributions by category seem to be in technology, photography, and publishing.
4. Kickstarter campaigns seemed to have gained momentum through the years in this dataset, which could be partially due to Kickstarter being a relatively new company (founded in 2009).
5. What are some limitations of this dataset?
6. There doesn’t seem to be enough data to describe the nature of the business that runs these campaigns, nor the total number of people reached out to regarding the campaign.
7. There also doesn’t seem to be insight into methods of engagement during or leading up to campaigns, to learn what helped or didn’t help the success rate.
8. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
9. Analysis could be done regarding the donations given their currency (how it compares to contributions in a similar category against similar category abroad).
10. Displays showing the average timelines (how much time companies/organizations have to complete the Kickstarter campaigns) for the most successful and least successful types of programs.
11. Tables showing the most successful categories/subcategories versus the most unsuccessful categories/subcategories and detailed data into each category/subcategory’s level of success.