1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

The campaigns seeking smaller fundraising goals were more likely to succeed. Although outcomes were flat in the mid-range for both success and failure, the likelihood of success for smaller campaigns was much higher and success declined more rapidly on the larger campaigns. The inverse is seen on the campaigns that failed, showing a much lower percentage of failure for smaller goals, and a higher likelihood of failure for the largest goals.

The categories and subcategories are often a strong indicator of success or failure, with subcategories often showing polarized results. Film & video were completely dependent on subcategory, with television, shorts, and documentaries all showing success, while animation and drama campaigns all failed. Success in music campaigns were high, but also very dependent on subcategory. Jazz and faith showed no success, while all campaigns in rock, pop, metal, classical and electronic were successful. Indie rock was mostly successful. Successful campaigns in food were limited to small batch, with restaurants and food truck campaigns all failing. In gaming, results were fully successful for tabletop games, while video and mobile showed no success. In technology, hardware campaigns all succeeded while other subcategories showed mixed results or failures. Theater showed mixed results, but it is notable that the number of campaigns for plays far exceeded any other category or subcategory, accounting for 25% of all campaigns and more than 4 times the number of rock music campaigns, which had the second highest number of campaigns overall.

The date that the campaigns were started did not show any clear indications predicting success or failure.

1. What are some limitations of this dataset?

The experience and past successes of those seeking funds is unknown. It is likely that those with more experience and proven past successes would be more likely to receive backing.

The source of backers is unknown and may affect the success or failure by country, or by category/subcategory.

1. What are some other possible tables and/or graphs that we could create?

A comparison of goals to success by subcategory could clarify whether success and failure is more dependent on goal amount or sub-category.

A comparison of category/subcategory over time could show whether they are trending towards success or failure.

Statistical data on the size of donations from backers as compared to success/failure.

A comparison of country of origin to success/failure

Bonus

The median number of backers for a failed campaign was 4, versus 62 for a successful campaign. In this instance the median is a more meaningful statistic because the data contains outliers on both datasets. There is higher variability on the successful campaigns, which is likely driven by campaigns that have generated more interest and higher funding.