1. Three conclusions we can make given the provided data are:
2. The category theatre, and the sub-category plays, account for by far the most campaigns.
3. In this data set, there were more successful campaigns than failed or canceled campaigns.
4. There is a correlation between when the campaign began funding and wether it will succeed or fail. Campaigns started in the spring/late spring have higher success rate and lower failure rate compared to campaigns at the end of the year when the relationship is reversed.
5. The biggest limitation of this data set is that it over-represents successful campaigns. In the background section of this project it states that “Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.” The data set in this project has 2185 successful campaigns against 4114 total campaigns.
6. Some other tables/graphs that we could create that might give insight into these campaigns could be: initial goal versus outcome, percent funded versus outcome, and currency versus outcome. These would give insights into the value the project originators assign and the projects success, the ‘market’s’ value of a given project versus its success, and the backers currency would give insight into who or where the backers are instead of the projects initial location.