What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. Theater category has the most campaigns overall.
2. May seems to be the most successful month for getting a campaign fully funded.
3. Music campaigns have the highest rate of success for full funding.

What are some of the limitations of this dataset?

I feel the dataset is very comprehensive for trying to analyze success rates. I’d like to see zip code information to see how success varies by region. Average household income may be another factor. Total marketing dollars spent per campaign might be another measure that could be useful.

What are some other possible tables/graphs that we could create?

1. Success rate by country. (clustered bar chart)
2. Efficacy of adding the Spotlight feature to the campaign. (simple bar chart)
3. Staff pick success rate (stacked bar chart)
4. Success rate by Average donation (Line Graph or scatter plot)