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

3 conclusions are:

From a category perspective, theater, music, and film & video are the most successful

From a sub-category, plays are the most successful but also the most failed

From the monthly data the first four months see a higher number of successful projects while it tails off rest of year.

1. What are some limitations of this dataset?

Limitations of data set:

How actually successful are these projects? Is funding actually enough? Did these projects take off? Enough personnel to deliver the project? External macro environments that may have impacted the project to deliver any setbacks?

How is this data validated? Are there other data sources to cross reference this?

Currency should be universal to see dollar values as apples to apples at a given point in time instead of different currencies.

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

Other potential tables and graphs

Segregate the data by brackets of goal funding as the goal funding ranges from 1 – 100,000,000. It doesn’t make sense to combine a goal of $1 with $100,000,000. It should be bracketed to see a clearer set of data. It may give us a clearer answer on how successful these projects are by specific brackets.

Look at the projects from a currency standpoint to see how much each currency has been allocated to the categories/sub-categories.