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

Based on the data we are able to determine that the most successful category is theater. There were 839 successful campaigns out of 1393 total number of campaigns. The same data also demonstrates that theater had the most failures of 439. When reviewing the sub-categories, it is clear that plays had the highest number of successful campaigns with 694. Yet once again plays also had the highest number of failures with 353. The category music was in second place with 540 out of 700 campaigns. The sub-category of music with the highest successful was rock with 260 campaigns that reached the goal set. The time of these campaigns had a minor effect on the outcome. Theater appeared to have more success during the summer months of May and June. Where music had relativity, similar success spread out through the year. December being the only month so show a drop in successful music campaigns.

1. What are some limitations of this dataset?

The data only gives us the count of outcome. Knowing the marketing strategy would give us more knowledge about the organization’s true success. The targeted audience and age range could provide some insight to the success of the campaign. The country of the campaign is limited information. A campaign theater campaign has a greater chance of success in New York than is has in Fort Stockton. Knowing that information could help an organization improve the outcome.

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

Finding the rate of success or failure would be very helpful information. For example, music had 540 successful campaigns with only 120 fails and 20 canceled. This equates to about 77% of success and 17% failure. The data shows that the sub-category of rock had 100% success rate. It would be good to design a pivot table to display this information so that it can be easily compared would offer organizations more information. A pie chart would also compliment the table with giving a good visualization of the data.

Bonus:

I don't think that either the mean or the median gives a good explanation of the data. There is a large variance between the number of backers. We cannot assume that each backer gave the same amount of money. We also cannot determine the campaigns success based on the number of backers. Some campaigns had a small goal to achieve, which allowed them to gather a smaller number of backers. There is one failed campaign that had 1293 backers. This demonstrates to us that having more backers does not mean a higher chance of success.