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

a. Film/video, music, and theater Kickstarter campaigns are more likely to be successful. According to the data, those three categories had larger proportions of successful campaigns (>50%) compared to the other categories.

b. The higher the goal, the higher the chance of failure or cancelation. When a trendline is applied to the “Outcomes Based on Goal” chart, the successful campaigns have a negative slope as the goal increases and the failed/canceled campaigns have positive slopes.

c. Campaigns are more likely to fail/less likely to succeed when started later in the year. When trendlines are applied to the “State by Date Created” pivot chart, successes have a negative slope as the date created progresses in the year. The opposite is true of failures. Of note is that cancelations are equally likely to occur throughout the year, as illustrated by a near flat trendline.

2. What are some limitations of this dataset?

One limitation in this dataset is that it only shows campaigns on one fund raising platform. There are others out there, such as GoFundMe, that could provide more information. Gathering information from multiple platforms would give a more representative sample of whatever the researchers target audience is. This would paint a clearer picture of any aspects that help contribute to successful campaigns.

Another limitation is that this data is only from the past 4000 campaigns. Gathering data from more campaigns would be better for the same reason stated above.

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

Other charts and graphs that could be created could compare success with the length of the campaign or whether it was a staff pick. After a quick skim, it looks like staff picks are always successes, which raises a few more questions about how staff picks are chosen. As such, from the given data, finding the relationship between success and length of the campaign would probably give the most additional value to an analyst. It would be relatively easy to spot a trend, if any, using a line chart.