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

Given the provided data and the choices made to analyze the data we can make conclusions about the numbers of successful campaigns in each category, sub-category, and make possibly even make a conclusion about the popularity and usage of Kickstarter over the years.

In the category pivot table and graph, we can see that most campaigns in Kickstarter are in the theater category.

In the subcategory pivot table and graph, our analysis shows that the subcategory of “plays” not only has the greatest number of successful projects, but also more campaigns than any other subcategory.

In the Launch Date Outcomes, we can see that the most popular year to begin a Kickstarter campaign was 2015, with the years 2014-2016 being the heaviest usage period to date.

1. What are some limitations of this dataset?

One of the things that I would like to investigate is what a “spotlight” is vs. what a “staff pick” is. Definitions for each column and category would be helpful for the data analysis.

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

We could also create tables and/or graphs to show the percentage successful for each category and subcategory. We could also create a chart based on percent funded vs category and subcategory. Another interesting one would be to compare the goal range with number of backers and amount of time that the project was open and how that related to success.