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

There appears to be a linear correlation between the size of goal and the likelihood of success or failure. As the goal amount increased, there was a positive correlation with

The month with the most successful campaigns is May.

Campaigns with a target greater than or equal to 50000 were most likely to fail with a 58% fail rate and 23% cancellation rate.

Campaigns with a target of less than 1000 had the highest success rate, followed by campaigns with a target of 1000-4999. After 5000, campaign success rate fell significantly to 53%. The difference between the success rate of campaigns over and under 5000 is the biggest statistical difference amongst the targets.

The most common Kickstarter campaigns are the arts including, theater and music. While technology has a high number of campaigns, they have one of the highest failure and cancellation rates of all categories.

1. What are some limitations of this dataset?

We’re given the average donation, but don’t have more detailed statistics around the maximum donation or small donations. If we had data around the actual donation amounts that were made per backer, we could run analysis to get a much better understanding of what happened in the campaigns. We could also benefit from demographic and geographic data for the backers and campaigns.

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

We could calculate run times for the campaigns to see if duration correlates with success.