Kickstarter Campaign Analysis

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. December is likely to be a bad time to launch a Kickstarter campaign
   2. Technology seems to be the most likely category to attract a high number of backers despite the high failure and cancelation rate
   3. Music Kickstarters, except for the Jazz or Faith sub-categories, seem to be the most likely to become successful
   4. Campaigns identified as *Staff Picks*, except those in photography, are more likely to succeed
2. What are some of the limitations of this dataset?
   1. The Categories and Sub-Categories are not necessarily well defined or separated due to dependence on user entry. For example, should a video recording of a concert be included under film or music? Should an audio-only recording of a speech be under music instead of publishing/podcasts?
   2. Lack of information in terms of rewards based on pledge levels. There are campaigns where the backer expects nothing versus something in return. Those deliverables could affect the success of the campaigns
3. What are some other possible tables/graphs that we could create?
   1. Pie-charts or Percent Stacked Columns on the outcome percentages of campaigns that are based on category, sub-category and month started.
   2. Stacked column bar graph on outcomes categorized by campaign length.
   3. Stacked column bar graph on outcomes categorized by approximate goal size.
   4. Stacked column bar graph on outcomes categorized by year started.