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

Three conclusions we can draw from Kickstarter campaigns are:

1. Theater has the highest amount of successful campaigns (Figure 1) and is the second lowest in failed versus successful campaigns (Table 1). In the theater category, most of the successes are from plays (Figure 2).

![Chart, bar chart

Description automatically generated]()

Figure 1. Count of Campaigns by Category

Table 1. Number of Campaigns by Category

Table

Description automatically generated

![Chart, bar chart

Description automatically generated]()

Figure . Theater Sub Categories Count of Campaign

1. Successful campaigns see a drop in December and failed and canceled campaigns do not (Figure 3). Therefore, the total amount of campaigns started in December is the lowest out of all the other months. But a larger proportion of campaigns fail versus succeed in December than other months.

![Chart, line chart

Description automatically generated]()

Figure . Count of Campaigns by Month

1. Music has the highest likelihood of succeeding in a campaign (Table 1), but Jazz, world music, and faith do not yet have a campaign that has succeeded. The genre with the most success is Rock (Figure 4).

![Chart, bar chart

Description automatically generated]()

Figure . Music Sub Categories Count of Campaign

1. What are some limitations of this dataset?

If I were a company creating something for Kickstarted, I would find it difficult to gauge success but just looking at the category or subcategory or month launched of the product. I would want to look at more data like the companies themselves and if they have launched multiple campaigns and have continued to be successful. Another limitation is I don’t know what the definition of a successful or failed Kickstarter campaign means. If a failed Kickstarter is a campaign that does not meet its money goal, this does not necessarily mean that it did not have a successful product or did not make a profit. I also don’t know if they just had unrealistic expectations for their goal. Similarly, if a successful campaign means that they met the money goal, that does not mean that their campaign made a profit or that the company was able to continue in the long term. It could mean they were only successful with one product and fizzled out.

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

We could create a graph showing the length of the campaigns, or a table that I created showing the percent failure versus the total of the categories. We could create a graph with the percent funded which would give an indication of how popular a campaign was.