1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

How much should you request?

* + There are some bold people who gamble and go “big” with their Kickstarter ask. About 11% of people ask for $50K+ even though they have a much lower chance of “success” or being fully funded (~19% are funded compared to the average proportion funded of 54%).
  + Most people prefer to stay small: about 64% of campaigns ask for less than $10K.
  + The smallest campaigns beat the odds: campaigns that ask for less than $5K have a 14% higher chance of success (~67% compared to the overall average 54%).

When should you launch?

* + There appears to be a slight advantage to applying at certain times of the year. May seems like the most promising month for success when you look across the years (~ 11% of successful campaigns launch then compared to the 8% you would see if odds were the same each month). May also had the highest chance of success in recent years (2015 and 2016) compared to other months.
  + Avoid months with below average share of success (December 2016 ~ 5% and August – October 2016 ~ 6%).

What should you pitch?

* + Kickstarter’s mission is to bring “creative projects to life.” However, not all creative efforts are well suited to finding support on Kickstarter so assess if it’s a good match for you.
    - If you submitted a campaign for a game, your chances of success in the data we examined, showed “table top” games were always funded while other campaigns in games (“video games” and “mobile games”) always failed.
    - If you had a campaign that could fit in more than one subcategory, your choice of category could improve your chance of success: 100% of campaigns in subcategory of podcasts/major category publishing are funded but 0% of campaigns in the similar subcategory audio/major category journalism were funded.

1. What are some of the limitations of this dataset?
   * *Representativeness.* We don’t know how the ~4 K projects in our data set compare to all Kickstarter campaign. If our data set isn’t representative of the population of Kickstarter projects, the analysis and conclusions based on that data could also be biased. Also, the size of our data set may be too small to make meaningful comparisons between two or more variables when cell sizes are small.
   * *Change.* The data set may not surface newly forming trends because we only have data from 2017 which still included some “live projects” without a success decision. In a competitive and dynamic marketplace there may be important insights about Kickstarter supporters in more recent data. There may also be recent changes or enhancements to Kickstarter’s policies that might change how projects are pitched/shared and chances of success.
   * *Improving model with more information.* There may be important characteristics about campaigns that aren’t included in this data set. For example, more information about the different types of deliverable each campaign creates could be a good indicator of success. Some characteristic of successful campaign’s products may tip investors in their favor. For example, tangible products like a cooler or tabletop game might have a better chance of getting full funding than a campaign that seeks funding for equipment for an audio journalism show or a food truck and has a less tangible product for investors.
2. What are some other possible tables/graphs that we could create?

* Look at the data from the perspective of Kickstarter instead of an individual wanting to secure funding for a campaign.
* “Number of Backers by year” shows that the backers peaked in 2013 and have declined since.
* “Sum of donations by year” shows, however, that total donations reached a new high in 2016 after a dip in 2014 and 2015.
* “Average donations by year for successful campaigns” shows that the average donation is growing jumping to a three digit number in 2015.
* Look at the relationship between staff pick or spotlight and chances of success or amount of average donation.
* Profile the backers who contribute to the high ask campaigns to teases out any relationships with success.
* Look at the duration of a campaign to see if that has any relationship with success.