1. The higher our goal, the less likely we are of being successful as seen in the bonus graph. This could be due to donors feeling that their donation means more in terms of helping the project be successful.

Theatre and music had the most projects in the data set. One possibility of this could be due to the stated reason above, that they had a lower goal amount relative to other projects.

Project counts have decreased since their peak in 2015. This could be due to a rise in other platforms, such as GoFundMe, IndieGoGo, etc.

Music has a high success rate (77%) due to the lower goal compared to other categories. The average goal for a ‘Music’ project was slightly less than $7,000, far lower than any other category. As noted above, the lower a project’s funding goal, the more likely they were to succeed.

2. One of the data points we don’t see are how many times a donor backed multiple projects. This would allow us to determine ‘if they back this project, they are most likely to back this type of project’. We also cannot see if the goals of the project change after it was published or know if this is/can be captured in this data file. One thing that would be useful would be to see if project owners increase or decrease their goals based on donations.

3. We could create a pivot table that shows which categories and/or sub-categories received the most funding towards their goal (Backers\_per\_Project Tabele). This would help identify what types of projects backers tend to donate do. The largest average donation and largest number of backers belonged to Technology projects.