Kickstarter Project Report

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

* The most successful campaigns run during the summer.
* Campaigns that are based in categories related to the arts, involve an interactive result, are more successful than other categories.
* Technology campaigns are the least successful containing the highest number of cancelled campaigns.

1. What are some limitations of this dataset?

* There is no information on how the campaigns were publicized to determine if publicity affects success.
* There is no information on the age of the average donor to determine if age affects willingness to donate or the size of the donation.
* There is no information regarding multiple donations to determine if a certain type of campaign attracts multiple donations by an individual.

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

* Determine if a larger average donation leads to more successful campaigns.
* Determine if a person’s income level affects whether or not they contribute as well as the size of the donation.