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

We can conclude that the most successful campaigns are the ones with lower budgets. If the goal is lower than $19,999 you have a better than 45% chance to achieve your goal. Versus the lower end of success, if you are trying to achieve more than $50,000, the success rate is only 19%. During the last part of the year, primarily October thru December, the success rate drops during these months. The peak performance months seem to fall between April and June. So, your best time to start a campaign would be April to build interest. Categories that are geared toward entertainment, like theater and film, get off the ground at a higher rate and they produce more successful campaigns than the other categories combined.

1. What are some limitations of this dataset?

We are limited to just these Kickstarters. Data from other categories could reveal other trends. Also, the number of backers does not mean that the campaign will be successful, nor can it measure the type of success it had. Information on the backers and origin of how they heard of campaign would be information that can be very useful. Afterall, backers are the resource.

1. What are some other tables or graphs we could create?

Create a chart which campaign received over 200% of their goal and analyze why they may have achieved this goal based on the collected data.