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

By simply analyzing some major trends, it would appear that theater, music, and technology are the top three most popular categories with success, with film & video close by. Breaking this down further, within the most popular category, theater, the subcategory “plays” seems to have the most success, while also failing a lot, too. Furthermore, it appears early summer is the best time of year to start a Kickstarted campaign, while closer to the new-year is the worst time to start one.

1. What are some limitations of the dataset

The biggest limitation is the lack of longitudinal data. The major question was if there are any parameters that can predict success. One of my assessments was that early summer seems to be the best time to start the campaign. If this dataset spanned years, and we observed similar trends around the same time of the year, we could be more confident in our assessment. As it is now, we don’t know if this is a trend or simply an anomaly. Also lacking is any efforts the Kickstarter creator made to advertise or other attempts to make the campaign more successful, so methodologies promoting success are missing.

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

Given that there is a description of the Kickstarter, not only could the data be broken down by category and sub-category, but within these sub-categories one could give a simple phrase description to break down and group these even further, giving yet another level of complexity to the data that could be analyzed for further trends. For example, it seems plays are very popular, one could delineate if there was a difference in themes between the failed ones and the successful ones. Other than the graphs we created, sub-category successes and failures could be displayed in a pie chart.