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

There are many factors that determine the ultimate success of a Kickstarter campaign.

The main factor, I believe in determining success for one of these campaigns is the amount of money that is asked for, although the relationship may not be as straightforward as I would have imagined. The first half of the graph and data seems to represent what I would have expected, the less money that you ask for, the greater the chances for success in raising the fund necessary. The success rate decreases as the amount of money asked for increases until $30,000. At $30,000 to $45,000, the rate of success actually increases before decreasing again at the higher requested amounts. In short, I think that if you want to start a successful Kickstarter campaign, ask for less money.

I thought it was also interesting to see how different the data was from the beginning of the year vs. the end of the year. It seems that in the early part of the year, success rates exceed the failure rates for Kickstarter campaigns, whereas later in the year, the success rates and the failure rates are closer together and in fact the percentage and number of failures in December is actually greater than successes. I think there may be a number of factors associated with this, perhaps earlier in the year, people are more willing to spend. This may be due to increases in pay such as raises and bonuses. In the later part of the year, perhaps people are more likely to save money. Many people travel for Thanksgiving holidays and Christmas Holidays as well as saving for gifts during the holiday season and therefore may be less inclined to donate to a campaign.

Lastly, the type of project that is being crowdsourced is also important. It seems that people are more likely to donate to Kickstarter campaigns that will fund the arts. The success rates of film and video, music and theater ranked the highest in terms of success rate while food, games and technology ranked last. There may be other factors associated with this and the variables that determine success are often related, but it seems that certain types of campaigns have a higher probability of success.

1. **What are some of the limitations of this dataset?**

The way that we tested the data has many limitations. Oftentimes variables are related and do not operate independently of one another. For example, my guess is that many music productions or shows are low budget, perhaps it is someone looking for a new musical instrument however, technology, is probably more expensive as they need to pay for hardware, software, licenses and development of technology, therefore making it harder to raise the necessary funds. Also, just because a Kickstarter campaign fails, doesn’t mean the project didn’t or doesn’t meet its fundraising goal. The fundraising group may be sourcing from other sources and may have other incomes that allow them to supplement the money earned in Kickstarter.

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

I’d like to see a comparison of money earned vs. year and quarter requested. I think it would be interesting to see if in times of economic downturn and upturn, if people are much more likely to donate. Additionally, I’d like to see a comparison of parent category vs. actual amount fundraised for. On a quick scan of this, it seems like while technology may be harder to succeed in by simply looking at pass or fail, that when technology campaigns do succeed, they are widely successful and earn many donations and backers.