

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

- a. It appears as though there were more campaigns that started in the spring and summertime, and there was a steady decline of campaigns after the summer and raising again towards the holiday season at the end of the year.
- b. There was a higher chance of success when asking for smaller amounts of money.
- c. Overall, campaigns involving theater - specifically plays - were the most popular and showed the highest rate of success.

What are some of the limitations of this dataset?

It doesn't show the marketing budget or exposure created by the campaign starters, so it could lead to a false idea or expectation of success/failure based solely on the general information provided.

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

I would like to create a chart showing the overall asking amount for theater projects to see if they had lower values overall, thus increasing their chance of success over other categories. At the moment, it shows only that there was a much larger amount overall, which could be the reason for the amount of seemingly successful campaigns.

I would also like to create a pivot table and a chart to show if staff picks had a higher rate of success overall and see if there might be a bias towards a certain category among the Kickstarter staff.

Another bit of information that I'd be interested in graphing would be to see if the campaign donation amount that was requested by the campaign starters was higher/lower during certain months.