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

The data provided gives us a lot of high-level information about Kickstarter campaigns which allow us to draw several conclusions. In analyzing the overall success rate theatre and music having the most successful projects. The most successful theatre projects are plays while rock is the most successful sub-category by count under music. (Interestingly enough, when you do a deeper dive in categories, there seems to be an “all or nothing” success rate in several sub-categories.) Finally, I would conclude that launching your campaign in December is a risky proposition as it is the only month (in this sample) where the rate for failure is higher than the rate of success.

1. What are some limitations of this dataset?

This dataset is limited by the fact that these 4,000 projects are only a small sample of the 300,000 projects launched on Kickstarter (as defined in the instructions.) The 54% success rate is also higher than the 33% success rate indicated, which may indicate a skewed sampling. In real world analysis, the dataset is also limited as we are only looking at the nascent era of crowdfunded projects which has exploded in popularity the past few years as the (perceived) viability of Kickstarting projects has changed.

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

With the given dataset you could also create a table that look at the project state in comparison to the projects inclusion as either a spotlight project or a staff pick. Additionally you could pivot off of the backer count or average donation by state filtered by country or category/Sub-category to glean additional information about the profile of successful vs failed projects.