Answers to 3 Questions

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

-Most of the successful campaigns to raise money relate to plays or music, but they also represent the highest volume too;

-Most of the fundraising began in the early Summer, with the least amount starting at the end of the year;

-You are more likely to be successful if you raise a smaller amount ($5k or less);

-More than half of all efforts were deemed successful.

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

-“Sandbagging” by having a goal that is too easy to attain;

-Not known what the payoff or return is for the investor (equity? Loan? Free stuff?)

-Not known what amount raised represents versus the total funding need (is this all that is needed, or will there be more campaigns?)

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

-where geographically certain categories are most successful or common;

-what the average donation is by category or by country;

-the length of time it takes to become successful, including average and std deviation in days;

-how the success rate has increased over the years now that this is more of an accepted practice.