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

We can only make very general conclusions about things like 1. Goal and its relationship to rate of success. 2. Or that “theater” is a very popular thing to attempt to fund with Kickstarter. 3. That things under the Spotlight-TRUE designation have historically succeeded.

What are some of the limitations of this dataset?

The dataset is limited in the fact that we don’t know anything beyond whether it succeeded or not to reach its fundraising goal. Though there is that blurb at the front, I can’t manage to translate that into any usable data. If there was a way to tell which kickstarters had a feasible business plan or anything like that, it would be more useful when sorting through the data. As it is “I WANT A BILLION DOLLARS TO OUTFIT MY CAT WITH A ROCKETPACK” and “I have a well-thought-out product and plan to sell this product” would look the same on this spreadsheet. Though it might be fun to see capslock!bro try to outfit his kitty with a rocketpack, it is not exactly a campaign destined for success.

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

I’d kind of like to see which subcategories have the most funds raised. Not as success-or-fail, but just money funded.

Funds raised by time of year would be interesting. I’d bet summertime would be ideal for kickerstarter. I can sort of do that with the Category/year pivot chart, but I’m less interested in success/failure and more in the actual money.