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

Of all the categories that are shown in the Kickstarter campaign categories, I am most interested in the Food. So, I have three conclusions to draw from these Kickstarter campaigns

Kickstarter campaigns that are food related have over 3 times as many (from the appearance of the stacked column chart when filtering for the food category) failures than successes.

However, from looking the food category within its subcategories (food trucks, restaurants, small batch) I see that small batch food campaigns on Kickstarter have a much higher chance of success than food trucks and restaurants. In fact, most of the small batch food campaigns have succeeded whereas most of the trucks and restaurant food categories have failed.

I also conclude that February has been the most auspicious time to start a Kickstarter food campaign – as the difference between failures and successes is less than any other month.

1. What are some limitations of this dataset?

Given the insight that we are most interested to find here is the success rate of projects given certain variables, I feel that there are other variables that can have a higher causation with project success. One such variable I would like to see included, which I feel the dataset is limited without, is the number of pictures included in projects. I have a feeling that the number of pictures included in a project is positively correlated with the chance of success. It could lead to more backers because they can relate to the campaign better. I think it would also be interesting to see this across sub-categories as well such as Arts and Tech.

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

One graph that would be useful to look at is a pie chart. I think this would put into perspective better the comparison of different categories and sub-categories when compared to a whole. For example, when looking at all the categories of campaigns in this dataset.

A histogram would be interesting for me to look at as well. Particularly in my earlier proposal to look at chances of success compared to number of pictures inserted into a Kickstarter project. I would put bins of different numbers to compare success.