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

Honestly, I don’t love the data pulled out through the pivot tables and graphs. I think it is fairly surface level and if dedicating time to starting (and hopefully successfully funding) a Kickstarter campaign, I would want deeper insights. This being written, there is are certain categories and sub-categories who may want to choose a different fundraising platform given high occurrences of failed funding in the category. These parent categories would be: journalism, food, and publishing. Sub-categories in the same boat include: animation, children’s books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, translations, and video games. It would be worth investigating why these categorically fail. Is funding occurring in a different space? Are the ideas simply unpopular even among followers?

In looking at Pivot Table III, which depicts project states based on month, it appears, based on all years, that early in the year (February) is the ideal time of success and low failed occurrences. In summer, many funding successes occur, however, the high success time follows with a period of high failure counts. This trend is present in most of the represented years and become more prevalent as Kickstarter gains recognition as a fundraising platform.

I was interested in the spotlight and staff pick data given these prominent features on websites and advertising draw prospective donors’ attentions and can give credibility to the cause at hand. Further investigation reveals that al 2,185 successful campaigns had a spotlight feature, whereas, the 1,502 failed and 349 canceled campaigns did not. The staff pick endorsement was less promising as only 28.6% and 4.5% successful and failed campaign respectively were a staff pick.

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

In my opinion, the biggest limitation of this dataset in the inability to gage the human-interest component. Personally, I never go on Kickstarter unless I am captured by a tragic news story or a company that is featured on a blog that populates my daily feeds. There is the small blurb about the project, which code be qualitatively coded, if one has the man hours. Also I a reason for a canceled project could prove helpful and (in another database) donor demographics to better understand the target population for different categories.

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

As I mentioned in question one, spotlight and staff pick are modifiable factors for any group and information could be displayed in graph form. Diving further into donation amounts amount could be interesting to inform a group where to focus their marketing and campaign efforts (grassroots vs large donors).