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

1. The month of December it seems people are less hesitant to give to a project. I would assume Christmas influences where disposable income is spent.

2. Entertainment, music and theater, makes up a huge portion of this data set and plays seem to be a huge hit.

3.Once Summer starts the number of Successful projects stays in decline till September. Possibly due to the weather. When it’s beautiful and sunny you aren’t surfing Kickstarter looking for the next cool thing.

1. What are some of the limitations of this dataset?
2. The data is focused heavily in the entertainment sector, music and theater. Would have been nice to have more proportioned data per the categories.
3. Was traffic organic or did a viral video set a project off.
4. Not knowing the full terms and conditions. Are projects aloud multiple attempts, what is the ranking system when searching on the website, etc…
5. What are some other possible tables/graphs that we could create?
6. We could look at what makes projects successful even when they aren’t put in the “spotlight.”
7. Compare the “window of opportunity” roughly how long does it take a successful project to reach its goal VS a failed project.