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

Based on the provided data, you can see that over half of the Kickstarter campaigns started are successful. However, the success rate varies depending on the parent category. For example, the Music category has a 77% success rate, while the Food category is only successful 17% of the time. The data set also suggests that the more backers a campaign has, the more likely it is to be successful.

2. What are some limitations of this dataset?

The last full year of data is from 2016 and therefore might not be the best predictor of Kickstarter campaigns in 2020. The dataset contains no details describing the data making it is hard to determine if the data is a subset of all Kickstarter campaigns. Also, there is no information explaining the column headers. Campaigns with a value of “True” in the Spotlight column are 100% successful, it would be nice to understand what Spotlight means before using it as an indicator of success.

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

An additional table and/or graph I would create is a comparison of the success rate based on the length of time a campaign is active. My assumption is the longer the campaign is open, the greater the chance of success, but there is likely a tipping point.