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

The higher the goal amount, the lower the change of a successful campaign.

The higher number of backers, the more likely a campaign is to be successful.

The later in the year, the less likely a kickstarter is to succeed.

1. What are some limitations of this dataset?

The dataset is a subsection of the pool of categories and subcategories of Kickstarter. If we expanded the dataset, we could potentially see a variance in the results between the samples.

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

Pie chart of the percentage of each category of kickstarter. Could do a combo chart of number of campaigns as a bar chart, and a line chart with the percentages of success, failure and cancellations; use the date range as the y axis for a constant. Could do a more comprehensive analysis of number of campaigns at each contribution target level, and correlate that against average contribution. Could there be a relationship, that subconsciously, with a lower goal, more people would be willing to contribute a lower amount, versus fewer people willing to donate a larger amount because the target level is so much higher.