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

There are a number of conclusions that we can draw about kickstarter campaigns based on the data included in this analysis. For example:

* 1. Based on project category, globally, music projects seem to have the highest chance of meeting their funding goal.
  2. Globally, projects seem least likely to succeed in the month of December. It’s possible this is due to increased consumer spending around the holidays resulting in less expendable income to be spent on kickstarter projects.
  3. While music projects are the most successful category of project as a whole, some sub-categories within music actually fair incredibly poorly. In the analyzed dataset, jazz projects had a 0% success rate and faith music projects only had a 33% success rate. This is compared to the 100% success rate of several other genres such as classical, electronic, metal, pop, and rock.

1. What are some limitations of this dataset?

This dataset analyzes just over 4100 kickstarter projects. While this is number might not be incredibly small, it is certainly a small number compared to the hundreds of thousands of projects launched each year on the platform. Additionally, this dataset ends with projects launched in early 2017. It is hard to say with confidence, especially given the incredibly volatile global economic climate over the past 4 years, that the trends found in this dataset would still reflect to consumer preference in 2021.

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

I think it would be interesting to analyze the impact that either a “Staff Pick” or a “Spotlight” designation had on the success of a project. On a platform with hundreds of thousands of projects, it seems likely that these designations would markedly increase a project’s chance of success.

Additionally, I think helpful insights might be gained by analyzing whether the length of a campaign is correlated to its chance of success. While project creators might think intuition suggests that a longer campaign would give them a greater chance at success, I suspect there is a diminishing rate of donations for projects over time.