1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. Startups in the music category had the highest rate of success at 77.14% (540/700)
3. Food startups have the lowest rate of success at 17% (34/200) (minimum of 200 required to be considered for this conclusion)
4. The month with the most successful projects was May, with 233.
5. What are some of the limitations of this dataset?
6. A major limitation of the dataset is that it does not provide insight on the success of the project past it’s initial funding.
7. The data set does not specify how much funding there was per backer (although we did calculate the mean of this). For example, one or two major backers to a project may have pledged a large portion of the funding while all other backers may have only made small donations.
8. There is a limited amount of detail provided on the projects themselves (name & blurb).
9. What are some other possible tables/graphs that we could create?
10. Funding Duration (how long the project was open for funding, and then measure whether that correlates with its funding success) i.e. did it reach its funding goal very quickly/slowly or did it close quickly due to lack of funding.
11. Success Rate vs Goal Amount (how successful a project was based on how much funding it required)
12. Backer Quantity: did projects with a small number of large number of backers have a higher success rate? (Does it appear that a small number of backers pledged the majority of funds for successful/failed projects?