1. What are the 3 conclusions we can make about Kickstarter campaigns with the data provided?

The only 2 categories that were successful were the “film and video” and the “music” category. “Music” is the most successful category as it has the highest success rate. “Film and video” is the 2nd most successful. Within the “music” category “rock” had the most success, and “indie rock” had the 2nd most success. 2015 also witnessed the most successful campaigns overall and there has been a steady decline since.

1. What are some of the limitations of the data?

Some of the limitations of the data are that we do not know any demographic information. For example we do not know where any of the contributors were from and if socioeconomic status or race has any impact on the data. Furthermore we do not know the current status of the campaigns, and if there appears to be any correlation between initial success vs. later success.

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

We could create a graph showing whether the “staff picks” field was accurate in predicting successful campaigns. We also could use the “text to column” tool to determine if the “blurb” field had any specific words that led to more success or more failure.