Heather Seybold 02-Kickstart My Heart

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

-Food, music, and theater are more successful than any other category of Kickstarter campaigns.

-Projects, regardless of category or sub-category, have similar success, failure, or cancelled rates.

-Plays are the most successful sub-category

1. What are some limitations of this dataset?

-We know the count of Backers, but we do not know how the campaigns were advertised or fundraised; therefore, we do not know *why* certain categories and subcategories were more successful than others.

-Was there a designated time frame or an amount that needed to be raised to determine if a campaign was considered a success or not?

-What were the demographics of the backers? In what city/state did the campaign reside?

-The data set is incomplete: date was not recorded before May 17, 2009 or after March 15, 2017; therefore, we do not have realistic data for those years.

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

-How did each subcategory within the same main category perform compared to other campaigns?

-What was the main source of fund raising for each campaign? What platform generated the most traffic?

-In which quarter did campaigns succeed in fundraising the most? Did that quarter align with certain times of the year? i.e. are people more likely to have disposable income around tax return season? Are people less likely to have disposable income around the Christmas/holiday season?