1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Conclusion 1: The category of campaign which is most likely to be successful is music

Conclusion 2: The most successful subcategory of music is rock

Conclusion 3: The most successful month to start a music campaign is January and the least successful is October

1. What are some of the limitations of this dataset?

This data set includes outliers which may skew the results. It only contains the number of backers and does not give any additional information on the amount of money pledged. The average we calculated can be influenced by high and low value pledges. This data provides no insight into external impacts to the individual campaigns such as how well they we marketed.

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

We could create more country specific data or whether being a “Staff Pick” increases the chances of a successful campaign.