Kickstarter Excel Data Conclusions:

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

1. Theater is the most popular category with almost double the next most popular category. Journalism is the least popular.
2. Music has the best chance of being successfully funded.
3. The spring is the best time to start a successful campaign.

What are some limitations of the dataset?

1. There are companies that will help develop a Kickstarter campaign. It would be nice to know which campaigns were developed by one of these companies.

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

1. Look at the effect of being a “Staff Pick” campaign. The Staff Picks are featured on the Kickstarter home page, Facebook and direct market email.
2. Look for the relationship between a campaign’s goal and its success.
3. Look at the relationship between a campaigns length and success.