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

1. The most common type of kickstarters are related to the arts, as film/video, music, and theater make up more than half of the sample.
2. Generally speaking, as a kickstarter becomes more ambitious in terms of the money it seeks, the less likely it is to succeed. Kickstarters seeking less than $1000 succeeded more than 70% of the time, while kickstarters seeking $50,000 or more only succeeded 19.37%. That trend is reasonably steady throughout the data set.
3. Results about what time of year is the best to have a kickstarters seems inconclusive. It does seem like people are more generous in the 2nd quarter of the year versus the other times of the year, but success rates are a little more or a little less than 50% in both months.

What are some limitations of this dataset?

The data could be broken down into smaller sub-categories because those categories and sub-categories themselves don’t give me a great sense of what these projects actually were and how they might be related to one another.

There are omitted variables that could be in the data set that have more explanatory power. For instance, knowing demographic traits about the type of person doing a kickstarter might better explain who is likely to run a successful Kickstarter campaign.

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

I’d like to see a graph relating the duration of a Kickstarter to its success. Is there a point where a Kickstarter is less likely to succeed if it hasn’t succeeded within a certain number of months?

While we have filtered the pivot tables by country, I would like to break down the success rate of kickstarters in different countries to get a better sense of which countries might be better or more willing to give to these types of projects.