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

The first pivot chart we made allowed us to easily see the most common outcome of each of the main categories of Kickstarter projects. From this, we can see that the “music” category has a greater proportional amount of successful projects to failed projects than other categories, making this category a solid investment. The chart can be tweaked to display the data for any country(ies). The second pivot chart allowed us to delve deeper into sub-categories, where we could then filter by category and country. Though this chart was a bit more busy with more data on it, “plays” had very high failed and successful counts than all other sub-categories and thus stood out the most. Finally, from the third chart we can see that May has the highest count of successful projects over all years in the dataset.

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

Most Kickstarter projects have different tiers of pledge rewards, being able to incorporate this into the dataset would allow us to see what types of price tiering/rewards work at different price levels. Another data point could be the promised timeframe after the Kickstarter goal is completed until the product is distributed, etc, as people are more likely to invest in something with a faster promised product delivery time.

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

We could use the staff\_pick data point to determine if/how much being featured on the front page affects the outcome of the project (state). Additionally, we could graph the outcome of the project by the amount of the final Kickstarter goal, to see how much the most successful projects’ funding amounts are. After I wrote this, I attempted the bonus section, which is essentially that last sentence.