Kickstarter Report

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1. With the data provided, we can draw the following three conclusions regarding Kickstarter campaigns:
   1. A majority of Kickstarter campaigns are successful (approximately 53.1% based on a pivot breakdown by country).
   2. From the Date Pivot chart, the months for highest failure rate are January and October.
   3. Based on the pivot breakdown of subcategories (Category Pivot), plays have the largest statistical likelihood of success: 694 out of 1,066 total plays.
2. With this dataset, there are a number of limitations in drawing conclusions about Kickstarter campaigns. One is that there isn’t a set of conventionally funded campaigns to use for comparative purposes.
3. There could be a table outlining the different types of currency from each country involved. Another table could list the average number of backers per campaign and then organize those statistics by the outcome of each campaign.