

Kickstarter Dataset Conclusions

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

- Theatre/Plays had the largest total of backers and successful campaigns. However, this particular category also had the highest number of failed campaigns.
- Majority of Categories did not have a sub-category. The sub-category for video-documentary was the only subcategory that had a 100% success rate.
- Over 50% of the grand total of campaigns were successful for all years the Kickstarter program has been running.

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

- Data does show the campaign start and end date but does not display total time the campaign was live for. The duration of a campaign could give more detail into if a campaign was shorter or longer how success it would be.
- You can see what the percent funded for the campaign, but there is no way to pick out how many were funded by a particular amount. For example, how many campaigns were between 100 and 110% funded, 111 – 120%, and so on.

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

- A table to show what percentage of campaigns were successful depending on the time limit they were active. Could repeat this process for failed, cancelled, and live campaigns.
- A table to show what percentage of campaigns that were successful had spotlight through Kickstarter. Repeat this process for failed, cancelled, and live campaigns.
- A table to show the number of successful campaigns that were staff picks. Repeat for failed, cancelled, and live campaigns.