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

General Conclusion:

* The campaign with the highest successes and fails are the Theater campaign. The successes offset

the fails

* The campaign raising the less funds and with the lowest sub-categories are the Journalism and Food Campaigns
* The Tech Campaign raised the most funds per average

Campaign Review per Category

* The most successful campaigns are under the Theater, Music, and Film & Video Categories
* Even though the theater campaigns are the most successful ones, the music campaigns seem

to be doing better. The music campaign fails are lower than the successes when compared to the

theater campaigns

* The worst campaign with the most fails and cancelled are under the Food and Journalism Categories

Campaign Review per Date Created

* Most of the successful campaigns were created in May
* The month with the lowest successful campaign were created in December

Campaign Review per Sub-Categories :

* Play campaigns are the one with the highest success and fails but the success offset the fails
* Food Truck, Animations, and Wearable Campaigns generate the highest fails

1. What are some limitations of this dataset?

* The expenses accrued by the campaigns in comparison to the donations are missing in the data
* Donations other than pledged are not taking into consideration
* New donors and existing donors are not included in the data
* The way the campaigns are categorized might not be the most effective way to determine the most

profitable campaign because it’s too general

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

Table to Compare Number of Sub-Categories per Categories

The top three Campaign sub-categories are the ones with the highest number of sub-categories.

Therefore, although the categories variable is a more general variable is not as reliable as the sub-category variable

Table to Compare Goal Amount to Pledge Amount

As per below, we can observe the higher goal and higher pledge.

We have to take into consideration that pledge means promise paying a set amount over a set period of time.

We can conclude that giving different alternatives of payments to donators can increase the percentage of reaching that goal.

|  |  |  |  |
| --- | --- | --- | --- |
| **Row Labels** | **Sum of Goal** | **Sum of Pledged** | **Sum of Average Donations** |
| film & video | $ 138,292,319 | $ 5,704,817 | $ 29,379 |
| food | $ 5,705,019 | $ 936,993 | $ 6,531 |
| games | $ 7,809,130 | $ 3,052,314 | $ 29,253 |
| journalism | $ 320,835 | $ 9,537 | $ 158 |
| music | $ 4,878,710 | $ 3,329,224 | $ 25,531 |
| photography | $ 3,174,504 | $ 2,401,614 | $ 10,996 |
| publishing | $ 28,468,110 | $ 1,603,723 | $ 17,402 |
| technology | $ 42,071,073 | $ 23,403,724 | $ 99,174 |
| theater | $ 65,236,770 | $ 5,731,796 | $ 32,667 |
| **Grand Total** | **$ 295,956,470** | **$ 46,173,742** | **$ 251,091** |

Table to Compare Goal Amount to Average Donations per Category

From the table below, we can conclude that not necessary because the goal is higher the

average donation is higher.

For example, the film and video campaigns category has the highest goal but is not the one

with the highest average donation. Conversely, the theater campaigns have about half of the film

and videos campaign but the average donation is higher.

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Sum of Goal** | **Sum of Average Donations** |
| film & video | $ 138,292,319.00 | $ 29,379.12 |
| food | $ 5,705,019.00 | $ 6,530.51 |
| games | $ 7,809,130.00 | $ 29,252.83 |
| journalism | $ 320,835.00 | $ 158.06 |
| music | $ 4,878,710.02 | $ 25,531.12 |
| photography | $ 3,174,504.00 | $ 10,995.73 |
| publishing | $ 28,468,110.00 | $ 17,402.36 |
| technology | $ 42,071,072.79 | $ 99,174.27 |
| theater | $ 65,236,770.00 | $ 32,666.57 |
| **Grand Total** | **$ 295,956,469.81** | **$ 251,090.57** |