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

Kickstarter projects that were created as of 5/17/09 through end of conversion 5/3/17.

When evaluating the types of campaigns to overall success globally, theater the highest quantity of Kickstarter project presented comprising 34% of the overall project. When looking at the success rate of theater it can be observed that 60% of theater project get approved globally. Looking at other categories globally the data shows that music is the second highest quantity of presented Kickstarter project comprising of 17% of the overall project. It can also be observed that 77% of the music projects are successful globally. By looking at these to categories you can determine that although there are more theater projects being created you might have a better chance to get a music project approved globally.

Chart, bar chart

Description automatically generated

Next, we want to see if these trends change based on geographical location. When looking at the projects in the United States you can notice that the trends closely the way project do globally.

Chart

Description automatically generated

The United Kingdom is the second most popular country for Kickstarter project. Like both the results globally and in the United States theater is the most popular category consisting of 59% of the total number of projects. Despite theater being the largest category, it is not the most successful. The music category is 74% successful compared to theater at 72% successful.

Chart, bar chart

Description automatically generated

The third country that we should look at is Canada. It can be noticed that the theater and music categories trend in the same manor. The theater category is the most common, but music is the most successful. The music category is 83% successful compared to theater at 63% successful.

Chart, bar chart

Description automatically generated

Based on the analysis of the charts below it is more likely that music project will be successful. We want next to determine want kind of music projects are the most successful. Looking at the different total campaigns vs subcategory it shows that there are more Rock projects presented and there is a 100% success rate. We cala so determine that Faith and Jazz projects are not recommended Kickstarter projects having no successful results.

Chart, bar chart

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The analysis of the below charts indicates that projects appear to be more successful in the beginning of the year than the end of the year. The number of failed music projects appear to increase while the number of successful music projects trend down. Recommendation would be for music projects to start in April or May time frame.

Chart, line chart

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When looking at the Kickstarter goals more projects are successful when the goal is less than $10,000 and the most being approved in the $1,000-$4,999 range.

Based on the this analysis the recommendation would be to start a Rock Music Kickstarter project between $1,000-$4,999 in April/May time frame for the best chance of being successful.

1. What are some limitations of this dataset?

Some of the limitations would be determining if this data is complete. Does it truly represent all Kickstarter projects that were created as of 5/17/09 through end of conversion 5/3/17?

Are there any outside factors that help a project be more successful than others? Such as the ways projects are promoted, how people find Kickstarter projects or the availability of donor funds.

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

Additional graphs that would help us determine the best time to create a Kickstarter project would be average duration before the project state is determined. This would help determine the best time to start the Kickstarter project, if the average time a project is open it could drastically change the results of your project.

A statistical analysis of the cost for each project category to determine the proper project size for each category.