Kick Start – Data Report

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

* Film & Video, Music, and Theater are the top three categories with respects total projects and successful projects. Theater has the most successful category while experiencing the most failed projects. While all the Journalism projects were cancelled.
* Sub-Categories Rock has most of the successful projects with zero % failed projects. Sub-Categories Food Truck experienced the most failed projects while experiencing zero 0% successful projects. Sub-Categories Plays has most identified both successful and failed projects. For all the Game outcomes, only tabletop games have succeeded in the past (see Graph - Outcome by Sub-Category: Game Category.
* May has the most successful projects count over the years. Canceled projects counts are consistent over the month leading to the thought the projects fail on merit not timing. However for June has a high number of failed projects.

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

* There is a limited count of sub-categories in the data set. If analysts are able to tease out the categories further, it would be helpful for project leaders to identify the outcome of a specific genres. The documentary sub-category has a high success rate but it will be able to identify which genre of documentary enjoyed the greatest rate of success. The plays sub-category has the most successful and failed rate, but project leaders might also want to know what kind of plays yield the most success and failure counts. Food trucks have a failure rate but it would be good to know if cuisine type has an impact on the funding opportunity.
* The data has regional limitation as majority of the projects American. There is no data on which region from the US is identified i.e. eastern, northern, southwestern, or western. It would be helpful for project leaders to use the data set for guidance as well.
* There is very little data capture about the backers. There is no data capture about the amount of funding per backer. The data could not show the success rate / failed rate for each category and subcategory.

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

* Regression analysis to determine what factors correlate with successful projects
* A Scatter Plot between Goal Amount and Pledge Amount to determine correlation between the two variables.
* Pledged amounts by Sub-Category
* Goal Amounts by Sub-Category
* State for projects per Country