Assignment 1 Analytical Report

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

1. I would consider the Kickstarter campaign a success as over half of the participating organizations proved successful in reaching or exceeding its established goals
2. The success rate was large driven by the performing arts arena of theater, film & video, as well as music. Food, games, and publishing had a high failure rate.
3. The first half of the year proved to be more fruitful and saw about 25% more success than the latter half of the year

What are some limitations of this dataset? It would be difficult to provide a recommendation of areas to improve upon for organizations that failed. Not enough data to identify any trends. The numbers through the year were somewhat consistent.

What are some other possible tables and/or graphs that we could create? We could do by country and by state analysis to determine if their were certain markets that may either require special attention the emphasis improvement or scrap certain state due to lack of interest then reallocate energies elsewhere.