Kickstarter Data Analysis Report

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Given the provided data there are three conclusions which can be made about Kickstarter campaigns.

1. Theater has the highest count of successful kickstarters, but music has the highest success rate. Although journalism has no counts of success they also have no counts of failure so the category with the highest failure rate is food.
2. The sub-category plays has the highest count of kickstarters overall and under the music category, rock has the highest success rate.
3. The highest count of successful kickstarters have a start date in May. The month with the lowest count of successful kickstarters and a higher amount of failed kickstarters is in December.

Some of the limitations of this dataset are:

Based on how we were instructed to present the data we can’t really see the variance between the number of kickstarters per category vs. successful, failed, or canceled kickstarters. It is useful to know what type of kickstarter is created the most, but was is probably most useful is the rate of success per category.

Some other possible tables/graphs that we could create:

I would want to create a rate of success/failure/canceled kickstarters per category and one for subcategories. I think a pie chart for parent categories showing the grand totals or rate of success would also look visually interesting.