Kickstarter Project Q & A

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

Most success is seen in projects pertaining to Music & Theater.

In music Indie Rock & Rock seemed to be most successful but ones for Jazz Failed.

In theater Plays were most successful

Journalism is not suited for crowd funding. No of projects was the lowest and all got cancelled.

Food had the lowest success but the most successful were the Small Batch projects. Food trucks were a disaster.

The Projects overall were most successful in May & June and Least in December.

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

Does not show project feasibility in becoming a profitable business.

Does not give real pledged amount.

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

1. Duration of Funding (difference in deadline and launched) to see if there is a correlation between duration and success.

2. Show the average goal in each category for successful projects (& failed projects) also calculate variance for each average. We could discover a category where there is low variance average goal for successful projects. Hence, among other things if I initiate a project in certain category I should set a goal close to that average.