Kickstarter Data Report

Looking at the data set involving Kickstarter campaigns and analyzing the data we can come to some conclusions. The campaigns involving theatres and plays were far and away the most successful category. Following after that were campaigns for music and then film and video projects. Another finding the data shows is that campaigns that were run in the spring and summer time of the year were more successful than ones run in the winter months. This could be weather related with more people out of their houses generally at those times of year. Campaigns for plays took place in more countries globally and that could be a reason that they were the most successful at reaching their goals.

Some limitations of this data set are that the data did not include if the people who pledged money to the various campaigns were incentivized in any way, a fairly common practice in Kickstarter campaigns. If we had this data set, we could try to discern if rewarding pledge givers with extra prizes or incentives had any effect on the success or failure of the campaigns being run.

Some other tables or graphs that could be created using this data include a pie chart to compare how successful certain categories of campaign were compared to others. You could also create a table using currency type to see if there were any differences discernible using that criteria.