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

2185 out of 4114 are successful 🡺 53% 🡺 The outcome is positive because it’s greater than 50%

Theater, Music and Film/video are the most successful categories

24 out of 24 campaigns related to journalism were cancelled 🡺 Investigation may be conducted to analyze the root cause.

Most failure are coming from the Theater category, so investigation may be conducted.

Chart, bar chart

Description automatically generated

The most successful sub-category is “Plays”.

The sub-categories with the most failures are: “earables”, “mes” and “plays”.

Chart, waterfall chart

Description automatically generated

Most failures happen in: January, June, July and October.

Most successes happen in May and February.

Chart, line chart

Description automatically generated

Projects with smaller goals are more successful.

Chart, line chart

Description automatically generated

# What are some limitations of this dataset?

The “State” column should be populated using a dropdown list to avoid wrong values.

The Category and Sub-category columns should have been split from the beginning as 2 separate columns.

The id column contains values that do not really mean anything. Id should be a code that means something to users.

The “name” and “blurb” columns contain information that is too long and heterogenous to be aggregated (group by).

Some projects have a “failed” state but have a “Percent\_Funded” greater than 0%.

# What are some other possible tables and/or graphs that we could create?

Pie chart showing the percentile of “State” columns.

A bar chart of successful projects by country

A scatter plot to see the correlation between the time (Periods/months) and the Percent\_Funded