Kickstarter Data Analysis Report

1. What are three conclusions we can make about the Kickstarter campaigns given the provided data?
   1. Over 50% of the campaigns are successful.
   2. Largest number of campaigns are within the theater category.
   3. 2014 was the year with the most campaigns created.
2. What are some of the limitations of this dataset? Some of the limitations of this dataset are:
   1. Column names. If you’re a new individual analyzing the data, without a key, you don’t know what the al the column names means e.g. staff\_pick, spotlight, etc.
   2. “deadline” and “launched\_at” date. The numbers within the “deadline” and “launched\_at” are in the Unix Date format. Since this is not expressly defined, neither the data analyst nor the user would be able to see the create and end dates of each campaign unless they new the format was Unix time.
   3. Currency. Since the campaigns happened in various countries, we don’t know what the conversion rate was at that time to be able to state accurate goal & pledge amounts for campaigns outside of the US and vice versa for individuals analyzing the data outside of the US and trying to convert the amounts into their countries currency.
3. What are some other possible tables/graphs that we could create? Some other possible tables/graphs that we could create are:
4. The number and type of campaigns created within a specific country
5. The number and type of campaigns created within a specific month, quarter, and year.
6. Chart by country showing total number of successful campaigns and total amount pledged.