

KickStarter Campaigns

Analysis of projects



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# Kickstart data analysis report

## Insights from the data:

1. Theater, Music and Film & Video are the top 3 categories with most number of successful campaigns
2. Most number of campaigns are run for the Theater, Music and Technology categories
3. Of all sub categories, “plays” has the most number of campaigns as well as the most number of successful campaigns

## Limitations of the Data:

One can identify the following limitations of this dataset:

1. Information about the pledge rate by phase of the campaign is missing 🡪 whether the contribution was made more towards the beginning of the campaign or middle or end etc.
2. Information about the location (state, city, etc) of the origin as well as contributions is missing
3. The data is also lacking backers’ demographic information

## Other charts and graphs with this data:

The other charts or graphs that can be created are as follows:

1. Success Rate by category / Sub category
2. Success rate trend over years 🡪 Years on x axis and success rate on Y axis
3. Average pledge amount by category/sub-category
4. Correlating duration of the campaign run versus the success rate of a campaign 🡪 trying to answer if duration of the campaign has a correlation to its success rate