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Data Analytics Bootcamp

Kickstarter Analysis

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

Based on the data gathered and organized into pivot charts, 3 conclusions can be made about success rate of Kickstarter campaigns. First, more than half of 4,000 campaigns in this dataset are successful. This tells us that there is around a 50% success rate, or a coin clip for a funded project. Second, this dataset tells us that in the fields of entertainment, specifically film, music, and theater is where the most successfully funded kickstart campaign happen.

1. **What are the limitations of this dataset?**

Although about half of Kickstarter funding campaigns are successful, this does not translate that the Kickstarter project became successful. Although a play was successfully funded, did it continue for more than once? How many shows did they do? Did funded Kickstarts continue selling to customers and became viable businesses or were these just one offs?

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

We can dive deeper into Theater data and see type of plays such as play genres, location, and the size of the play. We can also see how much average money a play Kickstarter raises. A table of the genres can tell us what type of plays are successful and location can tell us if there is a concentration of funded plays, for example Los Angeles or New York.