Kickstart Campaign’s Report

Q1 Three conclusions about Kickstart:

1. In general, the whole campaign has more successful projects than failed and cancelled projects. The three most successful projects in the parent category is theater, music, and film video. The three most failed is theater, technology and film video. The most cancelled projects are technology. Everything else are relatively same level.
2. In the sub-categories, the most successful project is plays. The most failed project is plays as well. 2nd most successful project is rocks, and there’s no failures for rocks. There are also a few projects that is only successful. There are many projects that only failed such as Animation, children’s book, drama, jazz etc. there are only a few canceled projects in the sub-categories.
3. Successful projects are highest in the month of May and the lowest in December. Failed projects are highest in October and lowest in February. Cancelled projects are highest in July and lowest in October.

Q2 Some limitation of this data is that it doesn’t show race, age and region of the people who engaged in the projects.

Q3 We could create another graph and table that shows which state have the most average donation and if average donation is relevant to the amount of successful projects at all.