Kickstarter Report

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

* Although Theater Projects is in the lead with the highest number of successful outcomes, Music Projects actually has the highest success rate (77.14%) making it the most appealing category.
* Rock Music, along with 11 other genres, has 100% success rates. Having the highest number of campaigns, Rock is the leading genre.
* Looking at 2009-2015, it seems the number of campaigns increased over the years then significantly decreased over the last two years. As that was happening the success rate was still gradually decreasing throughout the years. The rate at which the number of campaigns was increasing compared to the amount of money donated each year were also pretty similar, which draws me to the conclusion that Kickstarter was becoming more and more competitive/exclusive. More funding was going to fewer campaigns.

2. What are some of the limitations of this dataset?

* The data we’re working with only has information on roughly 4,000 projects out of 300,000 which is a little over 1%. The sample is too small to draw any real conclusions.
* There also isn’t any data on the past two years which doesn’t make it completely current.

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

* We could create a table focusing on the monetary aspect of the data. We could compare the amount pledged each year to the number of backers or amount of campaigns. A timeline on the average donations or total amount pledge could also bring some insight to additional trends.