Kickstarter Campaign Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Music campaigns (specifically rock) are the most successful.
   2. Technology campaigns (specifically web) are the least successful
   3. The optimal time to launch a campaign is May
2. What are some limitations of this dataset?

The main limitation I noticed was that the dataset gave a global overview of the campaigns, which means currencies hold different weights and that might throw off the analysis if not accounted for.

Additionally, a legend would helpful to eliminate potential assumptions about the metrics. For example, I’m not sure what “Spotlight” refers to and the data underneath the column is just as ambiguous. It would be interesting to have a social impressions metric (how many people saw the campaign and/or shared about it). Data on the campaign creator would be useful too (is this their first campaign, do they have a successful track record?)

1. What are some other possible tables and/or graphs that we could create?

We could look at the relationship between the campaign state and:

* + 1. Average Donation
    2. Amount Funded
    3. Campaign Duration