Data Analysis Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The highest number of successful contributions were made for plays followed by music.
   2. Out of plays and music related campaigns, music related campaigns had higher success percentage rate.
   3. As the campaign goal amount increased, its chances of succeeding reduced.
   4. The campaigns picked by the staff were generally more successful.
   5. All campaigns tagged as spotlight were successful.
2. What are some of the limitations of this dataset?
   1. The dataset only shows pledged amount but not the actual contribution amount. Actual contribution amount is a better metric for tracking whether a campaign was successful or not.
   2. The sample chosen is highly biased towards Theater and Music related campaigns as these 2 categories make up almost half of the campaigns tracked.
3. What are some other possible tables/graphs that we could create?
   1. Analysis could be done based on countries and categories.
   2. Analysis could also be done based on category and average donation and category and backers count to identify what kind of campaigns were most people contributing towards.