Analysis

1. The data that is presented provides with a few very conclusive facts regarding Kickstarter campaigns. Looking at the geographical distribution of this set, the United States is by far the biggest player in Kickstarter campaigns. Out of the total of 4114, 3038 of them were in the United States. That accounts for almost ¾ of all campaigns.

When looking at the categories, it becomes clear that the campaigns centred around entertainment seem to dominate. Not only do they account for the greatest number of successful campaigns (Theater, Music, Film & Video), they represent more than ½ of all Kickstarter. This is not surprising, as the campaigns that are “entertainment” represent things that people love and have a passion for.

It is also interesting to see that the most canceled campaigns are in the technology category and are about ½ of all canceled campaigns. With likely very few backers, these campaigns are ended early.

One big-picture note to consider is that the success rate of Kickstarters is roughly 53%, meaning that slightly less than half of them fail.

1. This dataset is great to get an idea of what makes a successful campaign, but it does little to help answer why that is the case. Outside of simply counting the backers, there can be other useful data the backers themselves. Average age and gender breakdown might allow for other connections to be made that would help us understand this data set better and be able to really tell the story behind it.

It might also be interesting to have data on the creators of the campaigns. Depending on what they are, this can provide a sense of trust or distrust with potential backers who want to see these ideas succeed.

1. There are a few other graphs and tables that would be interesting to see for this data set. Some graphs that include the backers would be great, comparing that number to category, the state, even the year or month. By using a pivot table, there is the potential of unveiling some new information within this data.

Average donations and total donations should also be graphed, comparing the to the state, category and year. It might also be helpful to graph the goal amount and compare that to the state, just to see if there is any relationship between the amount being asked for and the rate of success. We can take this even further with a pivot table as we would have done with the number of backers.