Kickstarter conclusions.

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

Dataset contained more successful projects (52%) in comparison to unsuccessful project (I am considering failed and canceled projects as unsuccessful) (45%).

Successful projects have lower funding goals and higher number of backers than failed projects. This means that project size plays a role for success rate.

Film and video, Theater and Music seems most successful Genre’s on Kickstarter. Photography, Technology and Publishing performed the worst. More than 73 % projects were launched in the USA

Also, we see sudden drop in the success rate early 2014. From this point on there were more failed projects than successful ones.

What are some of the limitations of this dataset?

For the better understanding we need get more features about Kickstarter projects, for example who perform each project (have prior experience or not) or what they do or not (highlight the main characteristics) during the projects. Also, we cannot understand with this dataset what have happen after 2013 that the number of successful projects drop so sudden, or why theater category has had unreasonable success in 2012.

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

In additional analysis, I would try to divide project as successful and unsuccessful (failed and canceled). We can create graph describe how long does a Kickstarter campaign last in average (Average project duration). Do we have dependences between the number of backers and the goals in successful project and not?