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

What are some of the limitations of this dataset?

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

Kickstarter is a crowdfunding service 1/3 of 300,000 projects have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the projects initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week’s homework, you will organize and analyze a database of 4k past projects in order to uncover any hidden trends.

Question 1 – three conclusions:

* The most tried projects with a successful rating are from the theater category, specifically plays as the subcategory, so it is likely that any organization looking to gain funding would have a good chance conducting these sorts of projects.
* The most successful (the least failing or cancelled) rating from attempts to crowdsource projects has been in the music category specifically in the Rock sub-category.
* The most successful projects occurred in the spring months/May and June. It could also be stated that chances are that a project have a higher success rate or achieving goals that are in the 15000 – 19999 range. After that the likely hood of failure or cancelation increases to meet or exceed success trends.

Question 2 – limitations:

* Staff pick is no indication of success rating but instead an indicator of bias.
* The crowd sourced is limited by the amount of people who are helping you get the word out, so that as impacting schema to consider for a successful project.
* This data while 4000 records is not representative of all genres of projects that could have been successful
* Does not accurately represent what is qualifiers for cancelation and failure but it is inferred

Question 3: tables/graphs

* Defining what may be the reasons for a cancelled or failed project.
* Representing the length of time (from launch to deadline) in a pivot table with the pledge amount to see if there is a correlation.