Kickstarter Report

1. Three conclusions –
   1. Theater is the most common category for Kickstarter campaigns.
   2. Music has the highest success rate of any campaign.
   3. Campaigns started in December are the only ones that have a higher failure rate than success rate
2. Limitations -
   1. The stacked column is not the best visualization for category and sub-category since it does not easily show success and failure relative to each other. A better visualization would be clustered column.
   2. The data is just a sample of the over 300,000 projects launched on Kickstarter and may not accurately represent the project population.
   3. Data does not show total dollar amount flowing in to Kickstarter per month or the rate at which projects received funding.
3. Other possible tables –
   1. Staff pick vs outcome
   2. Spotlight vs outcome
   3. Length of campaign vs outcome