Kickstarter Report

Given the data provided we can conclude the following about Kickstarter campaigns from this dataset :

* + In the United States, Kickstarter campaigns in the music category were most likely to be successful. This is visualized in the Campaign Outcomes by Category stacked column pivot chart when filtering by Country.
  + Kickstarter campaigns for plays are the more likely to be created than any other subcategory, but they are not more likely to be successful. Multiple sub-categories such as hardware had a 100% success rate. This is illustrated in the campaign Outcomes by Sub-Category stacked column pivot chart.
  + December is not the best time to create a Kickstarter campaign. It was the only month with more failed outcomes than successful outcomes. This can be seen in the Outcomes by Date Created pivot chart line graph.

Limitations of this dataset:

* + The data provided is only a small portion of the number of Kickstarter campaigns. Approximately 4000 out of 300,000+[[1]](#footnote-1)
  + The Kickstarter campaigns in this dataset did not have the same duration. A dataset with campaigns of the same duration would show a more equitable comparison of success. pivot chart line graph
  + In this data set more campaigns are successful than unsuccessful (failed/canceled). A larger data set would reveal that only 1/3 of campaigns are successful- fully funded1.

Possible tables and/or graphs that would provide further insight:

A possible table that could help in the analysis of this data would be a line graph comparing Kickstarter duration and campaign success. This would the helpful in identifying the ideal duration that would encourage backers to donate and if there is a trend in the campaigns that full funding.

1. Information included in assignment instructions. [↑](#footnote-ref-1)