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Kickstarter Campaign Analysis

Some clear observations in the data set were that the theatre category has the most successful outcome, while music has the highest percent of successful outcomes. What is interesting is that the average number of backers for theatre (69) was significantly less than for all successful outcomes (194). Plays account for over 80% of the total theatre Kickstarter campaigns and are the only theatre group that has no cancellations. Kickstart campaigns tend to do better in the beginning of the summer and worse at the end of the year.

There were a few limitations to the data set. There is no indication as to whether the project/company is still around nor if other avenues of funding were used (i.e. GoFundMe). Also, what number campaign it is for the project.

A campaign length compared to outcome graph would show if campaign length has any effect on outcome. Also, a table showing number of backers by outcome, filtered by category could show if certain categories need more backers to be successful. Finally, a pie of pie graph sowing outcome by country.