Kickstarter Challenge

1.Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

The data provided details that among category classes of Film & Video, Theater, and Music display the highest percentage among successful and highest financial commitments. Among the sub-categories rock has the highest success rate, while wearables show the least effective investment based on total cancellations and failed projects. Given the data there seems to be consistent average among all countries in ‘state’ category among all Kickstarter campaigns.

2. What are some limitations of this dataset?

The United States has an overwhelming number of projects, which can cause insufficient data for the international community to rely on.

The correlation between successful projects and fully funded projects increases in positive results, by adding a new category defining the probability among fully funded projects and live or success results. Information on the backers of each projects and the connection of success/failure based on where the money is coming from.

3. What are some other possible tables and/or graphs that we could create?

\*Column that displays probability of positive results based on projects funded at 100% and up.

\*A category that displayed the duration of the project prior to initial funding.

\*A new table on sources of funds related to the overall ‘state’ of the projects.