Kickstarter Campaigns Report

From the data, we can conclude that approximately 50% of Kickstarter projects fail. We can also conclude that the best performing campaigns (by number of successes) is the music and theater genres. Finally we can conclude that if you want to avoid failure or cancelation, one should avoid starting a campaign for food.

Some limitations of this data set are the limited sample size. A sample of 4000 represents approximately 1% of total projects as reported by Kickstarter. Increasing this sample size would serve to better the confidence levels of any conclusions we draw from the data.

One graph I would find useful is successes based on country of origin. Seeing if location plays a big part in success would be a vital piece of information to prospective backers as well as Kickstarter launchers.