Create a report in Microsoft Word and answer the following questions...

What are three conclusions we can make about Kickstarter campaigns given the provided data?

For some categories experience has influence on the success rates of projects.

Categories like theatre and music had the most successes in terms of raising money. Theatre also had the most failures. Plays sub-category has the highest projects overall. Campaigns related to Plays within the theatre category were successful. Campaigns that were successful reached its peak around mid-year and then saw a sharp decline in the last six months of the year. Most successful projects had to raise about $5000 or less. Number of projects started to decline as the fundraising goals increased to $15,000 or more. Technology had the most funds raised. United states and Great Britain had the most number of projects.

2. What are some of the limitations of this dataset?

There is no information about the backers and their background. Cannot tell what the big sources of traffic and pledges are. It also does not tell much about the cities within a specific country. Data also doesn’t have information about the creators of the projects.

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

A pie chart breaking down pledges from within Kickstarter, as well as the project's average pledge amount.

Histogram showing all the statistical data with percentages

Overall funding graph showing progression towards a projects goal over time

Scatter Plot & a Trendline

Combo chart: Clustered Column and Line showing only the most successful Kickstarter campaigns