Kickstarter Success Analysis

Three conclusions we can draw from our dataset are:

* Theater Kickstarters are the most popular or common Kickstarter
* May appears to be the best month to launch a Kickstarter if you’re looking to be successful, December being the worst month to launch in.
* Journalism is the least popular category
* If you’re going to do a music Kickstarter, Rock is a category with 100% success based on our dataset

Limitations of our dataset:

* We’re only using total count of Kickstarters, we’d have a more robust analysis by breaking out our pivot tables and charts to percent of total, or total percent funded, average backer contribution etc.
* Count doesn’t give us the full view of our data

Other possible tables and graphs:

* Which categories have the biggest average donor amount
* If staff pick or spotlight has any relation to success
* Which Kickstarters failed and goal size
* Average percent funded by country and category