Babla Sawhney

January 2019

KickStarter Analysis

1. What are three conclusion ns we can make about Kickstarter campaigns given the provided data?

* Based on the provided data at a first glance, it is easy to determine how many “successful”, “failed”, “canceled” and “live” campaigns were running based on each category. We are further able to take this data and filter it by the country
* Based on the second pivot table that we created, labeled Pivot Chart- Parent Category, we can determine how many “successful”, “failed”, “canceled” and “live” campaigns were running based on sub categories such as (animation, art books, audio, and etc.) We are able to further filter this chart and table by its Parent Category
* Last but not least we can determine how many “successful”, “failed”, “canceled” and “live” campaigns were running based Month and Year by looking at the final Pivot Chart labeled Pivot Chart 3- Line Graph

1. What are some limitations of this dataset?
   * Some of the limitations in the data I found is that it doesn’t show demographic data of the donator (ie: age, sex, race, etc. of the donator)
2. What are some possible tables/graphs that we could create?
   * We could demonstrate how many successful campaigns were staff picks
   * We could demonstrate how many how many successful were in television
   * We could display how many campaigns were over $100,000
   * We could display which state had the most failed campaigns
   * We could display which states had the highest successful campaigns