Kickstarter Report

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

* When comparing all countries, music the highest successful rate of about 77% followed by theater that had a successful rate of about 60%
* Even though plays were the most popular sub category chosen, they only have a successful rate of about 65%. The following sub categories had a 100% successful rate: classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, shorts, tabletop games, and television.
* While May proved to have the most successful month to create campaigns with 60%, September had the highest failed campaigns with 42.6%.

1. What are some limitations of this dataset?

* What kind of advertising was promoted for each Kickstarter campaign. That could determine the successfulness of the campaign and whether it was fully pledged or not.
* Also, not sure if this is a small or large sample of the data population.

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

* We could have created a graph comparing the backers count vs the state.
* We could have also created a pivot table and chart comparing the backers count vs the categories comparing the state as well. This could have told us if categories have a higher backer count then they more successful.