Kickstarter Report Analysis:

Using the data provided, three pivot charts were created and, therefore, three conclusions can be drawn. Our first table showed the number of successful, failed, canceled, and live Kickstarter campaigns broken down by their primary categories. From this charted data, using the metric of number of successful campaigns, we can infer that theater was the most successful category. Using the same metric, analysis of our second pivot chart we created reveals that plays were the most successful sub-category of all sub-categories. And finally, upon analysis of our third pivot chart, we can see that the most successful number of Kickstarter campaigns occurred in May.

Although this data is useful, it can have some limitations. First off, although theater, plays, and the month of May had the greatest number of successful campaigns, they were not necessarily the topics with the highest success *rate*, rather, they simply had the most campaigns. In light of this realization, we should probably reassign these campaigns as the most ‘active.’ We discovered that the most active category was theater, sub-category was plays, and month was May, we do not really have a firm grasp on why this is the case. We do not have any information about the backers, nor do we have any information about the owners of the campaigns. We have whether or not the campaign received ‘spotlight’ or ‘staff-pick’ status, but we do not know how the marketing of the campaigns was conducted (or even if there was any marketing done). Without more details about the campaigns, it is difficult to answer the question of why. Why was theater the most active and why was the month of May the most successful?

As a follow up, it may be interesting to see how the number of campaigns and the rate of success of those campaigns might be influenced by geographical factors. We have the country of the campaign listed, which might provide some interesting insight, however, we would still have some limitations. If we discovered that a particular county had the most campaigns, or perhaps the highest success rate, or if a particular county had the most generous backers, it would still be difficult for us to identify a reason as to why.