Kickstarter Report – Candy Tiu

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. There is a direct relationship between the goal amount and the successful rate. The lower dollar amount as goal, the higher chance of the fund will success.
3. Campaigns that set a higher goal and succeed, have a longer duration between the deadline and the launch date of the funding.
4. Theater related campaigns received the most funding and tend to have a higher successful rate.
5. What are some of the limitations of this dataset?

* Did not offer any information about the ways that people donate to each campaign, like if certain ones are cash-only, or online only.
* Did not state if certain campaigns are only receiving donation within its country or open to publics globally.
* Did not provide information about how each campaign promote itself in order to get people’s attention and donate

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

* Line graph that shows the relationship between the duration of the funding and the successful rate.
* Line graph that shows the relationship between the average donation and the outcome of the campaign funding (Successful, Failed, Canceled, Live)