Kickstarter Campaigns Data Conclusions

Based on the data provided, the chart located on sheet, “data by category”, shows the two categories with the highest funding success rate are “music” and “theatre”. Though it may visually seem that the theatre category has a higher success rate, this is only due to a higher number of submissions for the category, in actuality the ratio of successes to failures is smaller than the music category. One conclusion we can make is that Kickstarter campaigns under the music category have a higher rate of success than all other categories. More specifically, using the chart on sheet, “data by sub-category”, we can see for this data set the rock genre has significantly more entries than other music sub-categories, and a 100% success rate. Second to that is the indie rock genre with an 87.5% success rate.

Looking closer at Kickstarter campaigns that are categorized as “theatre”, the sheet, “data by sub-category” shows even though the sub-category “plays” has a larger submission count, the percentage of successful funding is 66% compared to the other sub-categories with 50% and 51.52%. We can conclude “plays” are the third most funded type of campaign and utilizing the percentage of change formula against the “failed” and “successful” columns on the pivotchart in the sheet, “data by month”, a third conclusion can be made that the sub-category “plays” has a higher rate of success during the months of May and June.

Some limitations of the dataset are the lack of information available for each backer for the campaigns, which would have allowed further analysis into factors that led to the patterns shown. Another limitation is the range of data available. The data presented is now two years old, which with the current climate of 2020, it can be assumed that the numbers have changed quite a bit and would have highlighted other patterns not currently apparent.

Other possible tables or graphs that could’ve been constructed are a venn diagram showing commonalities between successfully funded projects within each category. Another chart could be a pie chart comparing the percentage of submissions for each category.