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

The first conclusion is in regards to the type of project that gets made successful and live. A general conclusion can be that where the project relies on a new technology or a new skill being learned, it tends to be less likely to be successful. We can see this by looking at how the technology category has the highest percentage of cancelled and failed projects of categories with more than 250 projects. The Games sector which would most likely have the most similar hurdle of new skill and technology also has a high fail rate. Also supporting the conclusion is that Music, Film & Video and the Theatre Categories have the highest Successful rates, where the largest hurdles are likely to be money, given the wide availability of the technical resources needed to pursue those projects.

The second conclusion is that all projects come with a certain level of risk. Every category and sub category has a level of Cancelled and failed. While Music has the highest percentage of successful projects, there is still about a 25% fail rate. Failure can be attributed to a lack of understanding the scope of the project and the scope of issues that can pop up with new information coming to light. It appears that where there Is a known quantity in terms of television, technology or development talent, then the project is more likely to be successful. When something is marketed as fan-based or a new idea, it appears to be more likely to fail.

The third conclusion is that the country has a high impact on the viability of a project. The US, AU and Great Britain have most of the projects, as a result, the projects in those countries are more likely to be successful. This is quite likely because Kickstarter is an American site, and American media has a high impact on Australian and Great Britain

1. What are some limitations of this dataset?

The biggest limitation immediately is the time period. The time period of the data set is from 2010 to the first quarter of 2017. While that is a significant time period, it can mean that between now and then some of those projects can be live or successful and the status won’t have been updated. As well as this, it only has data from 2010, which is a fairly narrow time period to decide if a

The next biggest limitation is that it isn’t a complete market view of projects. While Kickstarter is most likely the biggest name on the market, it isn’t the only market that has projects. The other obvious limitation is that kickstarter is bigger in English speaking countries so it is limited by that as well.

Finally, the current breakdown of information is total invested rather than having a more granular level of investments. There may be a large variance in investments from donors and more successful may be more reliant on large single cash investments rather than many small cash investments but its hard to know from the current data.

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

The projects that we can learn the most from are the projects that are successful. I think there is 2 or 3 graphs that would show when a project is more likely to be successful based on the data we have.

First would be finding the average donation of successful projects by state where the y axis is the size of the average donation, only successful projects are the state and the Parent Category is the x axis on a line chart

Second would be total number of donors based in successful projects by state where the y axis is the number of donors, only successful projects are shown and the parent Category is the x axis