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

On the first pivot chart, “state of campaigns per category,” is that the top parent categories for all countries measured are film and video, music, and theater. Of these top three parent categories, the most successful is calculated to be music with 77% successful campaigns. An interesting chart projection of the sub-category data shows that the top number of sub-category campaigns is for plays, which makes some sense as the parent category theater was in the top three. It is odd though that it is such a clear outlier from all other sub-category campaigns. This may be from a few countries sampled that had extremely high rates of this sub-category in their Kickstarter campaigns, and this skewed the overall data. In order to understand more about this trend, one would have to delve deeper into the data extrapolated from individual countries. Journalism has no successes with their campaigns; a meager number of 24 total campaigns across sampled countries has led to a 100% rate of cancellation. From this data, I suppose that journalism must be funded from a much better source for those in that industry who can find it, rather than be independently funded from Kickstarter campaigns.

1. What are some limitations of this dataset?

The most obvious limitation to me is that there are so many different countries sampled for this data set, and because of this massive, broad spread of data, I think that many extreme outliers could skew the data to look different than it may actually be. Or, on the other hand, if smaller countries with fewer campaigns had much more opposing trends, these can only be seen if the country is filtered out. More populous countries with likely much more campaigns could homogenize this data and make it appear to be more evenly spread. It might be best to sample countries in similar regions and compare those trends for a fairer statistical assessment of these campaigns.

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

What first comes to mind for me is the “Pivot Table by Date” spreadsheet. What I’d rather see in this graph, rather than the state of campaigns by month, is the total length of each campaign. It seems that this can drastically vary, which points to some potentially eye-opening statistics regarding Kickstarter campaigns. Do shorter periods of time for active campaigns lead to overall fewer funds (or is there an overall correlation between length of campaign and success of the campaign)? Or is the length of time determined more upon the goal being met? I would definitely want to spend more time researching these thoughts using the data provided and make some different pivot tables and graphs.