Kickstarter Conclusions

1. One, based on the stacked column pivot chart for categories we can conclude that journalism is the least successful category for Kickstarter Campaigns. (This conclusion is based on the fact that out of all the categories journalism is the only one without a single successful project).

Two, based on the stacked column pivot chart for subcategories we can conclude that the subcategory with the most successful projects is plays.

Third, based on the line chart for launch date outcomes we can conclude that there is no correlation between the probability that the project is cancelled and the launch date. We can conclude this because the number of cancelled projects remains relatively the same across each month.

1. More than 300,000 projects have launched on Kickstarter. The database used contained only 4,000 of these projects. Or in other words the dataset includes less than 2% of the total projects launched on Kickstarter. This means that the database might not be a fair representation of Kickstarter projects as a whole.

Additionally, the most recent Kickstarter project included in the database ended in 2017. Over the past four years the market could have changed a lot, so this is another limitation of the dataset.

1. There are lots of possible tables / graphs that we could create that might reveal some other trends/conclusions about Kickstarter campaigns.

One possible chart that we could create is ranges of goals vs count of state. This chart would be helpful because we have yet to consider how the goal affects the likely of projects succeeding.

Another possible chart that we could create is average percent funded based on category.

One of our current charts shows number of successful, cancelled, failed, and live projects for each category, but it might be helpful to break this down even further and see the percent funded based on category.

Another possible chart is we could create ranges of backers\_count vs count of state. This might show that if you have a certain number of backers the likelihood of success will increase.

Outside of these possible charts there are many other charts that we could potentially create that might lead us to discover more trends in the Kickstarter Campaign dataset.