Kickstarter Outcome Analysis

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

1. The theater category represented the largest number of projects and successful projects.
   1. The theater category represents 34% of all Kickstarter projects and 38% of all successful projects.
   2. The music project category had a 77% success rate.
2. The sub-category of plays was much higher number of projects and successful projects relative to other Kickstarter projects.
3. The project state by month shows that May appears to have a higher success to failure ratio relative to other months.

What are some limitations of this dataset?

* We are only collecting what was pledged and the actual goal. It would be good to know what was collected and spent on the project.
  + As with many projects, what were the cost overruns?
* The marketing for various projects is missing. It would be good to know what kind of visibility a project had during the funding drive. This could give insight as to why a project is successful or not.

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

* The success rate by month does not necessarily indicate the best month to launch a Kickstarted project. The success number for the month of May could be high because that is when plays are started. It would be good to understand the disposition projects by each month.
* It would be good to capture percentage of success information by category and sub-category. This could indicate the propensity of certain project categories to be successful. For example, theater ranks high in success by numbers but music projects have a higher percentage of success.
* I think it would be good to get a percentage breakout by project categories and maybe drill down into certain sub-categories.