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REPORT ON KICKSTARTER ANALYSIS

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

Three conclusions we can draw are as follows:

* The success rate has an inverse relationship with the goal amount
* The categories; Theater, Music, Technology and Film & Video are the largest categories of Kickstarter projects and of these, Music, Theater and Film & Video have the highest success rates (>50%).
* The largest sub-categories are plays (Theater) and rock (Music) and these sub-categories, along with Documentaries (Film & Video), Indie Rock (Music) and Hardware (Technology) have the highest success rates.

1. What are some limitations of this dataset?

Some background on the project initiator might be useful to study more relationships. It would be interesting. For example, if you had the occupation of the project initiators you could look to see if chefs had a higher success rate in food related projects etc.

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

Other tables and graphs we could create to get more insights include:

* Country vs. state (success rate): This could tell us if there is any relationship between the country and the chance for success.
* State (success rate) vs. Category (or sub-category): This could tell us the success rate for the different categories and could steer future Kickstarters into categories of projects that have high success rates.