Kick Starter Process Overview.

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success.

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

The first conclusion we can take it is that with a total of 4114 past Kickstarter projects where 349 were cancelled and 50 are live so we do not know the status 2185 were successful and 1530 did not pass the initial goal. 53% of the total projects exceeded the initial goal which is approximately half of the projects.

The campaigns were launched in different categories such as Films, Journalism, Music and Theater.

The second conclusion is that most of the campaigns used the Theater as the media to get donations and it brought most of the Total Successful Campaigns. Nevertheless, Music is the category with the most successful campaigns compared by percentage, 77%. Plays and Rock are the greatest successful subcategories.

The Third conclusion is that seeing the tendency throughout the years it is better to launch the campaigns from March to May or September to October. Also, when the Goals are in less amount of donations it is better to pass the objective.

I will recommend future publishers to use Music as the way to get donations because it has the most successful ratio.

2) What are some limitations of this dataset?

Some of the limitations about the table is that we only have quantitative information, only numbers. It would be great to have some articles, reviews, website information and feedback from donators in order to get a better and more precisely outcome of the information.

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

Other possible are for example, scatter plots seeing correlation between variables and Box Plots to see potential outliers.