Kickstarter Campaign Analytic Report:

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

First: The success rate at the end of year is going down

Second: The successful rate is affected with category, state and number of backers support that category.

Third: Success> Fail Campaigns do not have that much tolerance and not much fail comparing with the total

1. What are some limitations of this dataset?

We have the number of backers here, and if we want to find the backer donated to one business is also donated to other business too.

The other thing is finding the main reason or reasons of “Fail” or “Live” of a business. From this data set it can be the amount of pledge that may help to success of a business, but there may be other factors too that we cannot find it from this data set.

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

This is a good graph too. It shows the number of Success, Fail and Cancel pre months.