Kickstarter Report

Based on the data set, theater has the highest number of projects and as also been the most successful. If we look at the subcategory, the main factor that’s driving this number are the plays. Plays have 694 successful projects. Journalism had a total of 24 projects and all 24 projects were canceled. Excluding this outlier, food has also had a very high failed or canceled rate. An additional graph/table we could look at is to see if there is a correlation between the amount pledged and the outcome of the project (successful, live, etc.). In addition, March also has the most live projects, February the most successful, and the 3rd quarter the most fails. I’d like to see if there are any correlations between if a project is more successful depending on the month and year it started. A graph just showing the years, months, and outcome would better help demonstrate this.