Kickstarter Conclusions

1. Three conclusions about this data are 1) that the majority of kickstarter campaigns are successful 2) most success (as well as a higher volume) of kickstarter campaigns began in may and slowly began to dwindle down after that and 3) the sub-category “plays” was most popular for kickstarter campaigns as it had nearly as five times as many individual campaigns as the second most popular kickstarter campaign sub category (rock).
2. One of the drawbacks to this data set was that the category and sub category were in the same column rather than separate columns
3. One possible pivot table and/or graph we could make is one that displays the average donation per backer and how this might have changed over time, category, and sub category. Also if the amount of backers or the donation average had any correlation with a higher rate of success for a certain campaign.