Report for Kickstarter Campaign Data

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

a. The category with the most campaigns is “theater” (1593), of these, 1066 are for “plays” sub-category.

b. There are more successful campaigns (2185) than failed ones (1530).

c. The year for most successful campaigns was 2016 with 475.

2. What are some limitations of this dataset?

* It represents the outcomes of campaigns for one funding platform only, Kickstarter.
* There are 50 campaigns that are currently “live”, when analysis of past campaigns is done, the final values for these will be different to what is included in the dataset.
* The number of backers metric have a couple of outliers that skew the mean values.

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

a. A stacked bar chart showing successful-failed-canceled campaigns per year.

b. Pledged vs. Goal amounts per category/sub-category.

c. Average donation per category/sub-category