Kickstarter Report

1. By looking at the Category State by Category pivot table and chart, we can see that food, journalism and games have low success rates compared to other categories. On the other hand, music and theater has a high success rate. With this information we can say that performance based kickstarters has a higher likelihood for success. If we look at the Sub category States by sub category chart we can see even though some categories did not do well some of its sub categories did wonderfully, such as for films we had a low success rate but documentaries had a high success rate. I can conclude that if we look deeply into specific sub categories rather than a broad category we can get a better depiction on what is more successful. With the dates created states by month charts we can conclude that early months such as January to May have a higher successful rate vs the later months. We can see that with the rise and peak of successful kickstarters and with a dip after May. While there's a dip in successful projects theres a steady increase in failed projects.
2. With the data we are limited with the ranges of samples for each category. Example there are 1393 samples for theatre while journalism only has 24. Because theater has a higher data sample we can have a more precise conclusion, while with a low data sample we do not have enough information to make a conclusion.
3. I believe we could have made a line chart to show the correlation of percent funded and successfulness. With this we can try and find the lowest funding needed to push for success.