Kickstarter Funding – Report & Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The three conclusions that can be derived from the provided information are:
      1. A majority of projects that appear on Kickstarter are Theater (plays, etc..) They take up about 34% of the total projects proposed on Kickstarter.
      2. The more successful projects are the following:
         1. Music at 82% successfully funding
         2. Film and Video as well as Theatre follow at 63%
         3. Technology follows afterwards at 50% successful funding
      3. In general, more projects are successful rather than failures.
2. What are some limitations of this dataset?
   1. There may be some hidden variables that affect overall project funding and successful rates. This data set is unable to indicate the quality as well as the marketing of the projects; it just lists the categorical alignment. Although helpful, these categories can be very broad and contain various projects of differing enthusiasm. A deeper analysis would be needed to bring more points to make a correlating determination of certain analysis.
3. What are some other possible tables and/or graphs that we could create?
   1. We can see what type of projects had the largest average donation, and the type of projects that had the most backers.