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Kickstarter Campaign Data

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

* 1. The majority of all Kickstarter campaigns originate from the United States
  2. Entertainment Kickstarter campaigns (Film/video, music, Theater) have a much higher chance of success than the other parent categories.
  3. Kickstarter campaigns overall have a lower chance of success in December than all other months.

What are some limitations of this Dataset?

Some additional demographics to run further analysis could be used here. Additional donor demographics could include age, minimum and maximum contributions and/or gender. Post 2017 data could also be useful in providing more accurate analysis of the campaigns. More exposure into the marketing efforts of the campaigns could also help us make more conclusions about the state of the campaigns and why they failed or succeeded. If the currencies are different depending on the country, it would also be hard to run analysis on the overall goals and pledges without converting to one currency.

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

-We could run a pie chart by category and sub category that shows us a visual of the categories that failed/succeeded

- We could run a pivot table that compares the average campaign contributions by country and/or category and sub-category.

- We could use a scatter plot to look at visual trends of the campaign contributions by month