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| What are three conclusions we can make about Kickstarter campaigns given the provided data?   1. The Kickstarter dataset contained more successful projects (55%) than failed projects (45%). (See “Conclusion” Tab in attached excel spreadsheet) 2. The successful projects have 6 times lower funding goals than failed projects. (See “Conclusion” Tab in attached excel spreadsheet) 3. The average numbers of Backers for the successful projects are 10 times more than the failed projects. (See “Conclusion” Tab in attached excel spreadsheet) |
| What are some of the limitations of this dataset?  The dataset only has around 4000 projects with limited information as the pledged amount, category, goal, country, number of backers etc. and missing creator information, city and state information, number of updates and number of comments. |
| What are some other possible tables/graphs that we could create?   1. World map graph with number of projects done per country. 2. Proportions for different outcomes (See “Conclusion” Tab in attached excel spreadsheet). 3. Average goal amount for different outcomes (See “Conclusion” Tab in attached excel spreadsheet). 4. Average pledged amount for different outcomes (See “Conclusion” Tab in attached excel spreadsheet). 5. Average number of backers for different outcomes (See “Conclusion” Tab in attached excel spreadsheet). |