Starter book excel report.

There are several conclusions that can be drawn from the data, however the most obvious are that plays/theatrical productions make up the majority of Kickstarter campaigns, secondly that a little more than half of Kickstarter campaigns (as represented here) are successfully funded, and third the best month to successfully launch a campaign would be in the beginning of April.

There are, however, some things the data set can’t tell us, how us Kickstarter campaigns compare to those in other countries, as there are not enough data points for non us counties to make the comparison fair. We cannot make conclusions about the reasons why similar projects succeeded where others failed, because many factors are not represented in this information. Such as the Kickstarter page quality, and how well it was promoted outside of the staff pick category, Or potential stretch goals

Some alternate ways we could convey this information include a pie chart to show the percentage of successful kickstarters vs failures & canceled projects. We could show the how much a staff pick increases the likelihood of a successful campaign with a comparative scatterplots with trendlines. We could use data about which music genre is most often successful and which has the highest average backing to suggest which has the wealthiest patrons. Really there are too many things we could create.