Kickstarter Analysis

1.

* Theater is the most popular type of campaign on Kickstarter, offering the largest set of data. There is about a 60% success rate for this type of campaign.
* Journalism is the least popular type of campaign on Kickstarter. The data provided indicates there were a small number of projects and all were canceled.
* The data given contradicts the original information provided that of all of the campaigns started on Kickstarter, ‘only a third have made it through the funding process with a positive outcome.’ The data provided shows a much more promising trend of a success rate of over 50%.

2.

* One of the largest limitations on the data set is that it does not include all Kickstarter campaigns. The 4,000 projects provided are a fraction of the 300,000+ campaigns that have launched.
* Another limitation is the timeline of the data provided. While it seems helpful to have a peek into a span of so many years, it is unclear how the data was picked for each year. the campaigns from past years cherry picked at random? Was there a more organized way they were picked? Were the campaigns picked the same way for each year? It leaves a lot of questions unanswered that could impact the data sample and thus, the conclusions drawn from it.

3.

* Some other charts or graphs that could be done with this data would be looking at the financial aspect of the campaigns. Average donation and percent funded may be helpful to see in a chart/graph. These could both be filtered many different ways (by category or sub-category or even against each other), to better analyze the data.