* Create a report in Microsoft Word and answer the following questions...

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. What are some of the limitations of this dataset?
3. What are some other possible tables/graphs that we could create?

A1.

1. There were a total of 4114 Kickstarter campaigns. Overall data of 8 years shows that success percentage is close to the “Failed” and “canceled” added together.

2185 campaigns were successful. 53.11%

1530 campaigns were failed. 37.19%

349 campaigns were canceled. 8.48%

50 campaigns are live. 1.21%

However if we look closely, the success and failure is determined by some of the below factors. Some categories and sub-categories are close to 100% successful, and some are close to 100% failures as shown below.

1. Category “theater” had the maximum campaigns followed by “music”, “technology”, and “film & video”.

Music had the highest success percentage – 79.41%.

SubCategory “plays” were the highest in the list with 1066 total, and also had a high success percentage with 694, which was 65.10%.

Some of the subcategories – “documentary”, “rock” etc. had all campaigns successful, and some others like “animation”, “food trucks” etc. had all failed or canceled.

* In music, rock, pop, indie rock had mostly successful, while jazz and faith had all failures.
* In film category, documentary and shorts were all successful, while all animation and drama were failures

In conclusion, the future kickstarter projects in categories and sub-categories that are same as the ones successful in the past are most likely to succeed, while those that have always failed are most likely to fail again.

1. Recent years there have been more failures overall from 2014 – 2017 – Success is 48.34%. There was higher success percentage in years 2009-2014 – Success was 61.39%

This could imply that there were more new subcategories where projects were kickstarted and there were more failures in recent years compared to past.

A2. The following are assumptions or limitations in the data set:

1) The database has only a small subset of the entire list of projects. It is 4114 out of the over 300,000 Kickstarter projects. Also, this is an 8 year data range.

2) Success is measured on amount pledged vs goal amount. If pledged amount is greater, project is considered a success. Data analysis does not account for higher variations in success or failure. Overall amount could be skewed if the successes are close to goals, but failures have very less amount compared to goal amount.

A3. We could create pie graphs for categories and sub-categories. We can also do scatter plots and bar charts.