Kickstarter Data Analysis Report

1. The three pivot tables created provide some insights into the kickstarter data. First, the most commonly created kickstarters are within the theatre category. Kickstarters in the theatre category experience the most success, however they also have more failures. Further analysis would need to be done to make a conclusion on the rate of success, independent of quantity. Secondly, plays are the most popular kickstarter subcategory. Lastly, the months of June and July are the most common time to create a kickstarter, this is regardless of kickstarter outcome.
2. A limitation of this data set is the lack of information as to what the outcomes signify. The data may be more impactful to future kickstarter users if there was an alternative method of presenting outcome. For example, success after a longer period of time rather than just funding received by a certain deadline. This would provide an analyst further insight to the idea’s viability, rather than just the success or popularity of the initial idea. Another limit is the lack of information about the donations, max/min amounts, demographic, location are all great insights that may make future kickstarters more successful.
3. A graph with rate of success within each category would help to determine which types of kickstarters are most likely to succeed, rather than just most commonly created. Another useful graph would be an annual count of kickstarters, this would give an analyst insight into annual interest, investment and overall popularity of using kickstarter or various categories over the years.