Kickstarter Campaigns

1. What are three conclusions we can make about Kickstarter from this data?
   1. By far the most popular type of Kickstarter campaigns are those related to theater, whose 1300-plus campaigns were nearly twice as many as the next highest category.
   2. The most successful category was music, which boasted the highest ratio of successful to unsuccessful fundraising efforts. The least successful was food, which had only 34 successful campaigns out of 200 total.
   3. That food was the least successful category is only due to the lack of consideration given to journalism, which had a 0 percent success rate. But only 24 campaigns were counted in this category, so I discounted it (ironic given that I’m a journalist myself).
2. The lack of complete data in some of the categories, most notably journalism but not limited to that area, suggests that this is not a comprehensive list of all Kickstarter campaigns since the platform’s inception.
3. I would graph total successful versus unsuccessful campaigns over time, using a line chart and disregarding categories of campaign. I’d also see if I could then analyze the average dollar amount of unsuccessful and, more importantly, successful campaigns over time.