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Kick Starter Report

12/17/2020

1. Three conclusions we can draw from the kick starter campaign is that the peak of the success was in May. The project that did the best numbers sub-categorically were plays seems to have a big audience. The projects that were cancelled were around the same range monthly which is consistent with the numbers throughout the years. By looking at the line graph successful and failed projects were almost even at the start of January but by the end of the year there were more failed projects then successful ones.
2. Some of the limitations is that you can not see the demographics of consumers who like certain categories. We also do not get a lot of visuals of the live projects if we really wanted to dig deep into that. We do not have the reasons why the staff pick was true or false on why they did or did not like certain projects.
3. Some of the possible tables and graphs we could use would be a pie chart and a bar chart to show some visualization of percentages or numbers.