Conclusions:

Some conclusions that we can make given the provided data:

* Theater is the most popular category for Kickstarter campaigns with 1,393 campaigns initiated, music is the 2nd most popular category with 700 campaigns initiated, and technology is the 3rd most popular category with 600 campaigns initiated.
* A significant majority (73.85%) of Kickstarter campaigns are based in the United States.
* Music campaigns have a relatively high success rate (77.14%).

Limitations:

As with any dataset, there are some limitations. Because we are looking solely at the number of successful, failed, canceled, and live campaigns in various countries, years, and categories, we are limited to a quantitative analysis that does not paint a clear picture as to ***why*** campaigns succeed. There could be qualitative factors that relate to the type of backers that pledge, how backers/creators use Kickstarter, how users learn about the campaigns (do they browse the Kickstarter website; do they learn about a campaign through other social media platforms such as Instagram or Facebook; etc), and others that could potentially influence a campaign’s likelihood of success that we are not able to discern through this dataset.

Other possible tables/graphs:

There are other possible tables/graphs we could create to better analyze the raw Kickstarter data. Creating a pivot table with filters based on country, category, and years will allow us to find trends on whether certain categories of campaigns had a higher success rate in different countries in certain years. We can then use those trends as a guide when researching social or economic environments of those countries in those years. For example, if a majority of Kickstarter campaigns in the theater category were successful in the UK in February 2012, we could research the social or economic environment of February 2012 UK to find any potential relationships between events/attitudes in 2012 UK and the success of its theater Kickstarter campaigns.

Another analysis could be comparing the goal amount with the campaign outcome (successful, failed, canceled, or live). We could then see if campaigns with smaller goals were more likely to succeed, or if campaigns with larger goals were more likely to succeed.

A third possible pivot table could count how many campaigns were successful, failed, cancelled, or live per category and staff-pick or per category and spotlight. Were staff-picked or spotlighted campaigns more likely to succeed? In the same vein, we could also look count of successful, failed, cancelled, and live campaigns per category and

We could also modify the Launched Date Outcomes pivot table to include Date Ended Conversion data to view trends between the length of campaigns and success rate: were campaigns that were live for longer period more likely to succeed?

Although the raw data does not give information about the backers, we could also look into analyzing Kickstarter’s backers. What is the average age of the backers? What categories are older backers more likely donate to? What about younger backers? It would also be interesting to analyze how creators and backers use Kickstarter. Since Kickstarter allows creators to post updates, we could look at whether posting updates more often affects a campaign’s success. We could also see if featured projects have a higher likelihood of success.