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%). But most, if not all, campaigns in the faith and jazz subcategories failed. So, it would be advisable to avoid creating any faith or jazz music projects if you want a high likelihood of success.
* Campaigns launched in May have a high success rate and low failure rate when compared to campaigns launched in other months.

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. Also, there are some outliers that could affect the data, such as campaigns that had extremely high goals but were only live for a short period of time.

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 are more likely to succeed, or if campaigns with larger goals are more likely to succeed.

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: are campaigns that are live for longer period 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. This possibly answers the question of “are staff-picked/spotlighted campaigns more likely to succeed?”.

We could also create a pivot table with count of state, average count of backers, average pledged, and average goal per category. We could then get an idea of the average number of backers, average pledged, and the average goal successful campaigns had per category. If someone wanted to create a new campaign, they could potentially use this information as a guide when setting a project goal and when tracking their progress.

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.