Kickstarter Campaign Analysis

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Overview

This report is to further extrapolate my conclusions based around the summation of visual and numerical data represented in the newly manipulated Kickstarter report. It posits at least three conclusions, its limitation, and other possible tables or graphs that can be created.

Upon initial analysis the first conclusion that can be drawn is that the most successful ventures are primarily gravitated towards the arts such as theater, music, and film and video.

The same category of theater also has the most number of failed campaigns as well.

The one category that performed the worst in failing to launch is journalism. With digital spaces dominating the information market old paper media fails to keep interest for potential investors as reflected from this report.

Limitations from this report can stem from the inadvertent bias in the initial setup of certain data sets.

Other possible tables and graphs that may aid this report is the number of backers that are likely to come other projects and what are key factors that motivate them to invest in one campaign versus another.

This concludes this report.