Kickstarter Campaign Conclusions

1. Given the data, we can conclude that the most successful campaigns were theater, music and film & video. We can also conclude that the within the theater campaign, plays are the most successful. A third conclusion that we can draw from the data is that May has proven to be the best month to have a successful campaign.
2. Limitations from the data set:

Age – We do not know the ages of those who participated in the campaign. By knowing the age, they could do target campaigns.

Data Size – This is a limitation because we have a small data size of 4,000 compared to the 300,000 projects that have been launched.

Demographics – Not knowing the demographics can be an indicator of what events are successful in certain areas.

1. Another table that could have been created is the Average Donation amount by Categories because then we could see how much money was in each category. A bar graph would be best to show the table.