Summary

1 Conclusions:

1 More than 50% of Kickstarter campaigns were successful.

2 Most successful Kickstarter campaigns category is Theater, in particular sub-category play.

3 Most successful Kickstarter campaigns were within June and July

2 Limitations of this dataset:

Campaigns that are in live state cannot be included as data set

Category and Subcategory are listed in one field and therefore need to be separated for analysis

Date data type used is not in common, therefore need conversion

3 Other possible tables and graphs that we could create:

We could also analyze generate state per year as follows:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of id** | **Column Labels** |  |  |  |  |  |  |  |  |  |
| **Row Labels** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **Grand Total** |
| canceled | 7% | 2% | 4% | 2% | 3% | 8% | 11% | 10% | 11% | 8% |
| failed | 29% | 23% | 16% | 21% | 24% | 43% | 43% | 40% | 20% | 37% |
| live | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 32% | 1% |
| successful | 64% | 75% | 80% | 77% | 73% | 49% | 46% | 50% | 38% | 53% |
| **Grand Total** | **100%** | **100%** | **100%** | **100%** | **100%** | **100%** | **100%** | **100%** | **100%** | **100%** |

Or even as a whole and create a pie chart.