

Conclusions from the Starter Data Spreadsheet and Pivot Charts

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# What are three conclusions we can make about Kickstarter campaigns given the provided data?

* We see that the greatest number of projects in Kickstarted were in category of Theater and sub-category of Plays.
* The percentage of successful projects peaked towards June by launch date and then tapered off.
* The greatest percentage of successful projects were those that required a funding of $1000 or under.

# What are some of the limitations of this dataset?

* There is no information shown that shows which projects that were successful went live
* There is no data shown for marketing costs and strategies (campaigns)and how it related to success rates.
* There is no ‘conversion’ shown between currencies. All currencies were uniformly assumed as USD.

# What are some other possible tables/graphs that we could create?

* We could graph between countries and categories to show which categories were more popular in what country
* The success rates based on country.
* A relationship between the duration of the project and the success rate (period from launch to deadline)