Analyzing Kick Starter Campaigns

Based on analysis of provided data, a few assumptions can be made here on kickstarter campaigns:

1. The best months for a campaign are in the summer months – April to July
2. The most successful campaign category is Theatre and subcategory plays. This is expected as the weather is contusive to outdoor activities such as going to theatres and plays.
3. Science fiction and animation are among the not very popular campaigns.

Limitations in the dataset include lack of insight into the entire population of kickstart campaign categories and/or subcategories. We do not know is this list is an exhaustive list of actual campaigns.

Additional data that can help give more insight will include have a percentage success rate/failure rate. Our analysis provides percentage of raised funds vs goal to identify a successful campaign. However, ‘plays’ sub-category ostensibly the more successful sub-category, also has a high number of failed campaigns with a success rate of only 65%.

Classical music, documentary, electronic music, rock, tabletop games, and a host of other sub-categories all enjoyed 100% success rate. The data analysis here does not show immediately show that. A graph of % success rate will give more insight to this dataset.