# Kickstarter Campaign Analysis

3 conclusions we can make –

1. Theater has the highest count of campaigns in the dataset and also the highest count of successful campaigns. In the US, even if you calculate a success rate, the top 3 categories in highest counts are also the top 3 categories in highest success rates, all three over 50% successful.
2. We have a decent number of campaigns in technology. But that category success rate is only 38% successful. It appears creative (film, video, theater, music) categories may be better suited for Kickstarter.
3. If you look at successful campaigns, a higher count of them have a date created month of January. This may mean you should try to start campaigns earlier in the year

Limitations of the dataset

1. We only have data through 2016, a lot could have changed in how projects are funded during that time. The Pandemic could also have drastically changed some of this, at least temporarily.
2. Some of the campaigns have very low goals. Is this right? It’s causing very high percent funded values on those campaigns and it seems like Kickstarter would require a higher goal. We may need to evaluate if some of the campaign data is valid and/or should be excluded from analysis so they don’t throw off totals and conclusions.
3. Our dataset is heavily weighted with US campaigns (3005 out of 4064). We may see different trends if we had more data from other countries.

Other charts we could make

1. Would be helpful to see backer count by category and compared to success. Is it larger average donation with small amount of backers that leads to success or a higher quantity of backers with smaller average size donation?
2. You could do a scatter plot and compare average donation and backer count or average donation/backer count to success rate.