Kickstarter Campaigns

1. Given the provided data, What are the 3 conclusions we can draw from the Kickstarter campaigns?

- Among all the categories, Music tends to have the highest success rate. With in Music, Rock tends to have the highest success rate.
- The failure rate appears to be the highest for food and within that food trucks are the least popular.
- Most successful campaigns have a goal of less than 10,000.
- Journalism appears to be the least popular category on Kickstarter, as most of them get canceled.

2. What are some of the limitations of the data set?

- 4000 observations is too small a sample size to draw any meaningful conclusion.
- The data does not provide what contributing to a campaign gets you in return (i.e. percentage of equity in the company) , as it tends to influence the success rate of projects.
- More information on the backers of these campaigns would be useful, this would ensure that the projects that are successful are not being mostly funded by friends and family and also help with targeted campaigns.

3. What are some other possible tables and/or graphs that we could create?

- Most successful campaigns tend to be those that have "spotlight = True" or "Staff Pick = True", It would be interesting to see the impact of these variables by create a pivot chart between the above variables and outcome.
- It would also be interesting to look at the impact of duration of the campaign (i.e. difference between date created and deadline) on the success and failure rate.
- Most of the kickstarter campaigns in our data set are from theatre, It would be interesting to perform sensitivity analysis on the variables "name" and "blurb" for the observations that are related to theatre, To see if there are certain titles or stories that are more likely to be funded.