Report Kickstarted Projects: Outcomes

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. The campaigns are more successful in some specific countries: Great Britain (61%), U.S.A. (54%) Ireland (53%) and Spain (52%). I left out Luxemburg and Singapore even when they have a 100% rate of successful campaigns, that’s because their number of campaigns is too low (2 and 1).
2. The smaller the initial goal the greatest the possibility of success.
3. The better month to end a campaign is May, probably because in April-May in most countries (including the USA, England and Mexico) citizens get their Tax return money and are more open to invest.

What are some limitations of this dataset?

We don’t have more detailed information about each project like the ROI (if any), names of famous people or experts in the theme of the project that back it, countries from the backers (to see if the projects are backed only by their fellows countrymen).

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

The country graph I use to see if some the projects success only in some places. Spotlight, to see if they make a good marketing campaign (spoiler: if they had any spotlight, they succeed a lot more).