Create a report in Microsoft Word and answer

the following

questions.

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

In absolute terms, theater is the category with highest number of campaigns (1393) and the highest number of successful and failed projects. But considering the overall project launched (4114), 37.19% of projects, including all categories, failed and approximately 53.11% of overall projects launched was successful (the remainder 9.7% is failed and canceled projects. When analyzing the percentage by status of each category, we conclude that from all food campaigns launched, 70% has failed, in other words, did meet or exceed the project’s initial goal.

2. What are some limitations of this dataset?

In order to have a more powerful analysis of the projects on Kickstarter, we could have information about the amount of marketing spent when launching a project to evaluate the possible reasons behind a failed or canceled project. We could also have information not only by country but also by state and city to investigate if there is any pattern related to failed, canceled and successful projects depending on the region launched.

We also could have analyzed more observations of this dataset – since Kickstarter has launched more than 300,000 projects and we have information on only 4,000 projects. More data will lead to more reliable and accurate analysis.

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

We could have created a table/graph to compare how many days to reach the pledge amount of money, this way we would be able to understand how long the successful projects took to reach their goal. We could do this analysis by category and sub-category to highlight the potential sources of heterogeneity as well.