1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The comparison of categories to the success of the project can provide some insight into which categories are most popular. It seems the majority of new projects come from theater, but that does not necessarily mean it has the best success rate. According to the charts, roughly 60% of theater projects are successful, which means the remaining percentage either failed or got canceled (with a small percentage currently live). The category that has the best success rate (number of successful projects compared to total number of projects) is the music genre. Roughly 77% of music projects are successful. The category that has the worst success rate is journalism. According to the data, there have been 24 total journalism projects, and all 24 are now canceled, so the success rate is 0. However, this is a relatively small sample size. The next worst category is food. 80% of food projects either fail or get canceled. Since the data suggests that music projects have the best success rate, it may be useful to analyze the sub categories within the music category. The overwhelming favorite within the music sub category is rock music. There have been 260 rock music projects and all 260 of them have been successful. Other genres that have a 100% success rate are classical, electronic, metal, and pop. Interestingly, jazz and world music have a 0% success rate; there have been 60 jazz projects and all 60 have failed, and there have 20 world music projects and all 20 have been canceled. This suggests that there is significance within sub categories for music projects.

1. What are some of the limitations of this dataset?

One limitation is that this excel sheet does not have the data for all 300,000 projects, and 4,000 is a relatively small sample size for that population. The conclusions drawn from 4,000 individual projects may not accurately represent the whole population. In addition, since the sample of data is so small, there may be additional factors that are not considered in this data set. For example, the location of where these projects take place are not considered. The country is listed but not particular states or cities. This may have some effect on the success of the project. For instance, food trucks could do better in California, jazz shows may do better in New Orleans, etc. Also there should be more data within the “spotlight” column, assuming this is referring to advertising. Advertising plays a big role in the success of any project. There should be a lot more data researching factors such as: social media, TV ads, specific advertisement agencies, etc.

1. What are some other possible tables/graphs that we could create?

From the data that is provided, one possible graph would be to compare the amount of funding and the success of the project. It seems trivial, but if a project is not fully funded, it is likely that project will fail. We can also compare which categories of projects often get a lot of funding, and whether the success rate justifies favoritism in terms of funding. For example, if theater projects often get funded, but they have a relatively low success rate, perhaps they should not be funded as much. Moreover, if, for example, documentaries are less funded but have a higher success rate, maybe more funding should go to documentaries.

Another possible chart would be to compare country and categories with success. It is possible that some countries prefer certain categories over others. Keep in mind, this depends on whether “successful” in the dataset means global success or national success.