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

Based on the pivot charts and bar graphs displayed in ‘Sheet2’ and ‘Sheet3’, we can conclude that Kickstarter campaigns are popular with theater plays. They make up about 34% of the total campaigns and have the second highest percentage of successes, after music (60% and 77%, respectively).

In ‘Sheet3’, based on the bar graph, we can see more clearly which sub-categories have high success rates. There are 12 different sub-categories that have 100% success rates with more than 25 campaigns; classical music, documentary, electronic music, hardware, nonfiction, pop, rock, shorts, tabletop games, and television. These would be good campaigns to research and see what methods were used to achieve success.

Now looking at the pivot chart and line graph on ‘Sheet3’, we can see that the data shows us the best months to run a successful Kickstarter campaign are May and June. After June however, you’re better off waiting to run your campaign next year. The success rate drops steadily from June to September, have a quick bump is October and November, and then plummet again in December.

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

The main limitation of this data set is that it’s not the entirety of Kickstarter’s campaigns. Although 4114 campaigns is a very good sample size, that still leaves over 26,000 campaigns unaccounted for. A complete census of the over 30,000 campaigns would give us the most accurate picture to analyze.

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

To help give an analysis on the affect of the size of donations, we should create a line chart that shows the average donations of successful campaigns on one line, failed campaigns on another, and canceled campaigns on another. There may be a correlation between higher average donations and success.

A comparison between the goal and success of the campaign could also be helpful. Another line graph could be used here showing the monetary goal of successful, failed, and canceled campaigns.