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Kickstarter Homework – Data Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Looking at the projects launched in Kickstarter, the data in the pivot table in sheet labeled “Categories” confirmed that none of the Journalism projects launched on the platform were successful. All of them got canceled. Therefore, Kickstarter is not an ideal platform to crowfund journalism projects.
   2. All Kickstarter campaign under the category of “Films & Video” with a Sub-category labeled “Documentary” we all successfully funded.
   3. Music and Theater as categories had the highest success rate of being funded in all project analyzed. They were had a 77% and 60% success rate. With a 17% success rate, Food had the lowest rate of being successfully funded in all categories.
2. What are some limitations of this dataset?
   1. The dataset does not give a lot of information on the motivation of the donors and their incentive to fund a project.
   2. Looking at the number of projects launched on a monthly basis, about half of them failed every month. We do not have any insights about the causes of their failures.
3. What are some other possible tables and/or graphs that we could create?
4. There some many other tables that could be created to