KickStarter Analysis Homework 2-16-2018

There are three conclusions we can make regarding the data analysis we uncovered. Theater and Music are the two top successful campaigns for KickStarter. Actually, these campaigns are so successful way more so than all the other campaigns. The second conclusion is that there are many categories that are not very successful. These categories have failed and cancelled campaigns with little or no successful outcomes. KickStarter could potentially be more successful if they took a hard look at the low performing campaigns to see if they are worth pursuing.

Some of the limitations of the data set are we are not looking at what kind of profits are being generated. How much are the expenses? How are we performing in other countries? We could be missing a lot of vital information by not looking at these areas.

Some potential graphs and charts we should be creating would be on profits and expenses. We need to really take a good look at these areas. Also, more in-depth charts need to be created on the failures and cancelled campaigns. This is lost profits. Maybe KickStarter is potentially wasting money on these cancelled and failing campaigns. Plus, they need to analyze the successful ones to capitalize on the success to grow those areas.