Kickstarter Data Analysis Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. What are some of the limitations of this dataset?
3. What are some other possible tables/graphs that we could create?
4. Based on the charts made from the dataset we can conclude that the categories bringing in the most success from a campaign are probably going to be in theater, then music, then technology, and finally from film. These categories also proved to have the highest popularity in terms of the number of campaigns submitted. For example, theater had close to 1400 campaigns, while music and technology were within the 600 to 800 mark. Out of these top 4 categories, film was the least popular, having only a total of 500 campaigns. Plays (from the top category theater) stood above all subcategories as the most popular and also the most successful kickstarter sub-category. Music (the second most popular and successful category) had Rock, the second most popular subcategory which was also the second most successful. In essence, it suggests that theater and music are not only the most popular categories but also have the most successful kickstarter campaigns through their subcategories of plays and rock respectively
5. We have not accounted for conversion/currency exchange rates and do not know the type of currency we are dealing with when considering how much money has actually been made. That information has been left out from the dataset. Also, although the data gives a decent representation of the kickstarter campaigns in the US but there is roughly a fourth of the data that comes from other countries which does not tell us how popular or successful any category is in another country.
6. We can create a pie chart designated for each category, showing how much of that category was successful, failed, etc. This chart would show us how high of a portion of the submitted campaigns were a success and which ones were least successful. We can also make a pie chart based on popularity where we take the grand total of all campaigns and color code the individual categories as a percentage of that grand total. We would be able to see which categories are the most popular.