Kickstarter Pivot Table Insights

Analyzing the Kickstarter data, we can surmise that

1. Theater projects—plays in particular--are the most likely to *seek* Kickstarter funding, while journalism projects are the least likely.
2. Documentary films, hardware projects, nonfiction books, rock music, film shorts, tabletop games, and television shows have the highest record of funding success.
3. Projects launching in Q1-Q2 are more likely to be successful than those launching in Q3-Q4.

The data set does not explain what inducements might be influencing the likelihood of funding. For example, if an award-winning director like Spike Lee is seeking funding, it seems logical that the project is more likely to be funded, both because the director can advertise the effort and because the director can offer inducements, like a trip to a Knicks game with the director (actual inducement).

For further analysis, we might want to gage success as a function of dollars sought or length of time that the fundraising is open. Are small raises more likely to succeed that large raises? Are there magic thresholds? We could also interrogate donor characteristics that predict funding success. For example, are projects seeking large donations from a small number of donors more likely to succeed than those seeking small donations from a large number of donors?