**Report on Kickstarter Campaigns**

By Tony Zhao 05/12/2020

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? With one more conclusion, hopefully ok.**

* From Category vs State point of view, theatre, music and film & Video sectors have more players, and more than 57 - 77% chance to success.
* From the Bonus chart point of view, when the required value less than $5000 with 60% chance to success and 30% chance to fail. If you are bidding for $5000 to $45000 the chance is half to half. If one applies more than $45000 will have big chance to waste his time.
* From the sub-categories vs state point of view, the Plays sub-sector is much more active with highest number of players, and more than 65% successful rate. And Documentary, Hardware, Rock and Indian Rock sectors are promising, with no or quite less failing rate.
* From Months vs State point of view, the data paten from 2009 and 2017 looks abnormal, should be considered improve/neglect/delete, the remain data looks generally from Apr. to Jun. shown more chance to success.

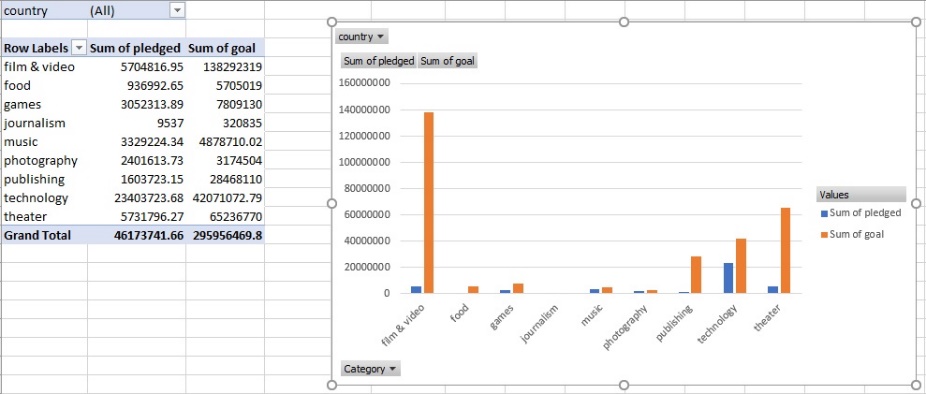
1. **What are some limitations of this dataset?**

* It is unclear, who supplies the original data and their credibility/methodology deployed.
* The purpose of the Kickstarter and their capacity and principle of selecting is unclear. Is there serious bias involved, cause the data deviates from market reality picture?
* The definition of each category/sub-category is not clear.
* How to definite successful and live, and stuff-pick etc, is there any hiding influence?
* The goal/pledged amount is converted into single currency already? We just assume yes, at the moment.

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

* The Category vs Pledged, to show which sector get more money.
* The Countries vs state, to show the difference between countries.
* Date vs category.
* (Launched date -Deadline) vs Categories
* For the successful ones, (pledged-goal) vs Categories.
* For each sub-category’s vs state.
* Example of another table Categories vs Sum Pledged & Goal as attached, which shows:

The technology sector is the greatest winner and has grabbed about 50% of the total pledged money. And it seems people in Film & Video industry need much more money than backers could/like to pay, compare to that of other industries.



**Remarks:**

I have made all the job done in one spread book: StarterBook\_Tony, with my created 6 column labels’ cell has been filled with light-blue, related spreadsheets have been renamed for easy finding. In addition, that includes the example another table responded to the question 3, and the backers campaign statistics.

Thanks for your reviewing and comments.

Have a great day.



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