KICKSTARTER

1. What are three conclusions we can make about Kickstarter campaigns.
2. These tables/graphs can help a business or individual choose a specific subcategory to focus on to get the maximum return with their kickstarter campaign.
3. The fact that it was featured as a spotlight or a staff pick effect the number of pledges or amount which in turn play into the outcome of whether the project was funded or not.
4. 100% of documentary films were fully funded and not one animation film was fully funded.
5. What are some of the limitations of this data set?
6. Within the specified data sets for the project the table doesn’t tell the percentage of successful vs failed for a specific category. However, the bonus question allows you to utilize percentages which is a much better gauge for success. It allows you to see a percentage of success vs failure but only in relation to a goal range, not a specific category or campaign.
7. What are some other possible tables/graphs that we could create?
8. A table with the total amount of funds generated for categories, sub-categories, and specific campaigns. This can help a business or individual choose a specific subcategory to focus on to get the maximum return with their kickstarter campaign.
9. A graph that shows the percentage of funding vs. whether a project was a kickstarter spotlight or staff pick.