Based on the data gathered about Kickstarter campaigns, I can conclude that a Kickstarter campaign with a low goal amount is more likely to have a higher success rate than a campaign with a high goal amount. For example, projects that have a goal of less than $1,000 has a percentage of success of 71%, compared to projects that have a goal of more than $5,000 which has a percentage of success of only 19%. For the next conclusion, let’s look at projects that have a goal amount of less than $15,000 (we should look at these specific projects because the combined amount of these projects comprises of more than ¾ of all total projects). When we look at these specific projects, we see an upward trend of the projects’ percentage of failure. Therefore, we can conclude that as a project’s goal amount increases, so does its percentage of failure. A third conclusion we can make about Kickstarter campaigns is that a project is more likely to be cancelled as its goal amount increases. Almost 4% of projects with a goal amount of lower than $1,000 are canceled, while projects with a goal amount of higher than $50,000 boast a cancellation percentage of almost 23%.

This dataset is limited by a few factors. Firstly, it is not stated how these 4,000 projects were chosen to be analyzed. Before conducting further statistical analysis, it should be noted if these projects are a random sample of all Kickstarter campaigns. Secondly, this data includes projects that are still live. Although we didn’t look at live projects to see its percentage of success, failure, or cancellation, it could be confusing to other people looking at these worksheets. Lastly, there are other information that might not be provided. For example, is a campaign’s funding returned if it doesn’t reach its funding goal, or is the funding all-or-nothing? What about a campaign’s stretch goals, or even their rating? This dataset does not provide all the data necessary to draw out more conclusions.

Another graph we could create is a pie graph to determine a parent category’s proportion relative to other parent categories. In addition, we could use a pie graph to display a campaign’s state (success, fail, canceled, or live) during different quarters. We can translate this data over to a line graph to display trends during/following a specific quarter. Finally, we could also create a histogram for the different ranges of goal amounts of each Kickstarter campaign.