Kickstarter campaign Report:

What are three conclusions we can make about Kickstarter campaigns given the provided data?

The campaign was a comprehensive exercise to gather data on crowdfunding and analyzing that data to understand some of the trends that emerge.

Theater, followed by music and then technology were the biggest beneficiaries of the funding, projects under those categories saw the maximum light of the day. Within theatre, plays attracted the maximum funds.

The rise in the sheer number of projects, as per the data that has been provided started from 2013 and reached its zenith with the most number of successful projects in 2015 and then started tapering off.

When the data was analyses as per month it was pretty evident that more successful projects based on crowdfunding was towards the beginning to the middle of the year and towards the end of the year a sort of equal number of projects were succeeding and failing at the same time.

What are some of the limitations of this dataset?

This amount of funds being pledged is rather small in comparison to the ambitious projects that its aiming to launch. There are only 3 projects that are over 900k and all of them are technology ventures. The trend is to commit funds towards technology rather than towards other categories. Another trend is that big money is not being pledged and the success rates at the upper end of the spectrum of crowdfunding are lower and there are more failures and cancellations.

What are some other possible tables/graphs that we could create?

Some of the other tables or graphs that can be created are the following:

1. A comparison of the backers of the project and the countries that they originate from
2. A comparison of the pledged amounts and goals and if there is any link between the amount required for a project and its success or failure rate