Three conclusions we can draw about Kickstarter campaigns are:

1.If we use the Pivot in the “Category Stats” tab where we compare categories and their count of state, Theatre is the category with the most count of successful kick starters (839). We define successful as the amount pledged meeting their goal. Although Theater has the most count of successful, they also have the most failed (493).

2.If we use the Pivot in the “Subcategory Stats” tab where we compare subcategories and their count of state, Plays have the most successful Kickstarter in which the pledge amount meets their goal. And like Theatre parent category, this subcategory also has the most failed projects.

3.If we use the Pivot in the “Outcomes Based on Launch Date” tab where we compare Date Created and count of state, May seems to be the highest amount of successful in Kickstarter. Comparing the amount of successful versus failed, February truly has highest success rate on Kickstarter.

Limitations of this data set

Limitations of this data set start with what makes a successful project on Kickstarter. Some have higher goals than others. For example, successful project ID 2243 only had a goal of 1, while failed project ID 170 had a goal of 10000. There is not equal playing field because it will always be harder to reach a higher goal.

Additional tables/graphs  
An additional table that would add value is the comparison of successful over failed for either categories or subcategories. I believe this helps truly point out what category/subcategory is the most successful. A category/subcategory might have the highest number of successful projects on Kickstarter, but that category might also have the highest failed projects. Below I gave an

Chart

Description automatically generatedexample where I added a column comparing count of successful/failed. I do not think considering cancelled or live in this point is necessary as they never had an outcome.

Bonus Statistical Analysis:

So When looking at mean and median, I recommend using median due to outliers. For example, using the minimum value in successful outcomes is 1 and the maximum is 26457. There is large range of distribution. Same is for the failed outcomes. Minimum is 0 while the max is 1293.