Kickstarter Success

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?

Given the provided data, we have created three charts using different sets of information to give us insight of any hidden trends for finding success in Kickstarter. In the first stacked column pivot chart where we singled out the category and its associated state, we can see that most past campaigns are under the category of theater. The theater category has the most success but also the most failure; the number of success is around 2 times the number of failure. The music category has the second most success, and it has the highest percentage of success and lowest percentage of failure (excluding the journalism category, which only has number of cancelled). To sum it up, from this chart we can conclude that the campaigns which have music as category are the most likely to succeed.

In the second stacked column pivot chart where we singled out the sub-category and its associated state, we can see that most past campaigns are under the sub-category of plays. The plays sub-category has the most success but also the most failure; the number of success is around 2 times the number of failure. The rock sub-category has the second most success with no failure. To summarize, from this chart we can conclude that the campaigns which have rock as sub-category are the most likely to succeed.

In the line graph where we singled out the time when the campaigns begin, we can see that campaigns that started on May have the highest number of success, and campaigns that started on July and October have the highest number of failure. The campaigns that started on February have the highest difference between number of success and failure. To sum it up, starting campaigns in February is most likely to succeed.