# Kickstarter Analytics Report

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### Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. The most obvious conclusion for me came from the subcategory breakdown. “Plays” is the most popular sub-category on Kickstarter for this time period with nearly 4x the number of submissions as the 2nd most popular subcategory.
2. Another conclusion I drew from this analysis is that the category Music has the highest success rate with 77% of campaigns meeting their goal.
3. The third conclusion I can make from this data is that there was an optimal time of the year for Kickstarter campaigns. Between Feb and May, the success to failure ratio is the highest. On the contrary, the worst month was glaring Dec. This was the only month that there were more failed campaigns that successful. Total participation was also a yearly low.

### What are some limitations of this dataset?

1. The limitations I really noticed from this data set was that I was left wanting some supporting data. I wanted a better understanding of why some campaigns had such high funding success.
   1. Was there some media promotion for these campaigns?
   2. Was there a demographic(s) that gravitated towards popular campaigns? (bandwagon effect)
   3. Were there frequent campaigners who have seen consistent success?

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

1. Average success rate of spotlight and staff pick campaigns vs. the “non-promoted” campaigns
2. Histogram of Goal by category/subcategory. Create bins for the goal amounts to get a breakdown of what goal range was the most successful for each category.
   1. Filter by State
   2. For easier interactivity use a slicer to select category(s)