KICKSTARTER REPORT

GIVEN THE PROVIDED DATA, WHAT ARE THREE CONCLUSIONS WE CAN DRAW ABOUT KICKSTARTER CAMPAIGNS?

1) The three categories with the most successful Kickstarter campaigns are (in descending order) theater, music, and film & video. This suggests that non-interactive entertainment has the greatest chance of success on the Kickstarter platform.

2) Plays are the most successful sub-category of Kickstarter campaigns, not only within the parent category of theater, but of all sub-categories represented in the data set.

3) The number of successful Kickstarter campaigns is greater than the number of failed campaigns for every month of the year except December. Hazarding a guess, I suspect backers are less likely to fund campaigns this month because they must choose between spending money on holiday activities and contributing to Kickstarter campaigns.

WHAT ARE SOME LIMITATIONS OF THIS DATASET?

There may be valuable information to be had by providing context to the “canceled” state. Was a given campaign canceled because it was approaching its deadline and was not close to meeting its goal? Did logistical issues arise that made the project infeasible?

More granular data on backers’ contributions would also be useful. As it is, the average contribution can be determined, but is the average the best measure of that set of data? The values of individual contributions, or even the numbers of contributions within ranges of dollars, would provide insight into which kinds of campaigns draw in larger contributions. It would also allow us to determine whether large or small contributions make a difference to campaign success at all.

WHAT ARE SOME OTHER POSSIBLE TABLES AND/OR GRAPHS THAT WE COULD CREATE?

A table and chart capturing the relationship between the success of a campaign and its “Staff Pick” status could be interesting. If a positive correlation exists between success and being a Staff Pick, this could suggest that the additional promotion is helpful for a campaign. A column chart would express this well, and filtering by category or sub-category could indicate whether the “Staff Pick” status is more beneficial in certain kinds of campaigns; perhaps the staff who select these campaigns are “tastemakers” in certain fields.

Another interesting relationship to see would be the one between goals and backer counts in successful, failed, and canceled campaigns. Do higher goals scare off backers? Does that relationship hold true in successful, failed, and canceled campaigns? Or is there no strong relationship, suggesting that other factors, such as category, are more relevant? I think a line chart would display this relationship best, ideally with filtering of categories and sub-categories.