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

CONCLUSION 1

Looking at the pivot table and chart **by year**, I can conclude that 53% of all Kickstarter campaigns are successfully fulfilled, whereas 37% fail (8.5% are cancelled and 1.2% go live). The number of successful campaigns is at its height in the months of March, May, June, July and August. The number of successful campaigns is at its lowest point in the months of September, October, November, January and February. I can infer that the best season to fulfill a campaign is in the summer and the worst seasons are in the fall and winter (although data for the fall and winter of 2017 have yet to be published).

CONCLUSION 2

Looking at the pivot table and chart **by sub-category**, I can conclude that “plays” is hugely over-represented (appearing more than five times more than any other sub-category). Sixty-five percent of campaigns characterized as a “play” were successfully fulfilled. Whereas, only 53% of all campaigns were successfully fulfilled. Therefore, I can conclude that “plays” not only represents the lion’s share of the total campaigns attempted, but also that this sub-category is fulfilled at a higher rate than any other Kickstarter campaign sub-category.

CONCLUSION 3

Film & Video 58%

Food 17%

Journalism 0%

Music 77%

Photography 47%

Publishing 34%

Technology 35%

Theater 60%

Looking at the pivot table **by category** (and figuring the percent of campaigns fulfilled manually), I can conclude that campaigns categorized as Music, Journalism and Film & Video have the most successful rates of success.

1. **What are some of the limitations of this dataset?**

One limitation that comes to mind is the process for determining “category” and “sub-category”. Is this determined by the user? If so, is there oversight by Kickstarter as to users correctly identifying their project’s category?

Another limitation, especially in analyzing the most successful campaign type, is the fact that this dataset does not include the Kickstarter user’s outreach strategy. Where did the successful pledgers find the campaign? Did the user post their campaign on social media? How often? If we knew the data around portals of pledging, we could draw conclusions around best outreach practices for Kickstart users.

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

I would be interested in looking at the relationship between campaign goals and success rates to answer the question: Is there a sweet spot for creating a $ goal? Are campaigns that have a goal under $5,000 more successful that those that are asking for >$5,000? Are there campaigns that could be deemed “out of reach” and were therefore never fulfilled? To do this, I might create a histogram chart to compare lower goals to intermediate goals to higher goals and their success rate.

Another graph that could be of interest is the money pledged per backer. To compare this data, I would create a pivot table that would form a ratio between “backers count” and “pledged”. Then, I would create a pivot table (with a ratio embedded) and then represent that data as a histogram. (See tab “Average Pledge Per Backer”). The histogram shows that the most common contribution is a value less than $32. The limitation to this comparison is that the initial data does not include individual contributions.