Kickstarter Response

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.**

Given the data, we can see that a high amount of Kickstarter campaigns is in the Theater category. This comes from the fact that as the data is categorized out based on the primary category, we see that the Theater category has the highest number of campaigns of any category with 1393 campaigns of the total 4114 Kickstarter campaigns.

From the Category Stats pivot table and chart, visually we see that the Music category has a large number of Kickstarter campaigns that succeed when compared to the total amount within the category. If we take the number of campaigns that succeeded in the Music category and compare it to the total campaign for this category, we get a 77% success rate. Based on this data, those who are in bands and need backing to create an album should consider bringing it to the community in Kickstarter because the rate of success is 77%. That means three out four campaigns would find success in Kickstarter.

Another conclusion drawn from this data is when looking at the sub-category of each campaign, the data shows that a quarter of the total Kickstarter campaigns are plays. In the Subcategory Stats pivot table and chart, we see that the total number of plays is 1066. The total number of plays far exceeds the total of the other sub-category. Also note, within the Theater category, the Play sub-category makes up the bulk number of campaigns for the Theater category. Of the 1393 campaigns under the Theater category, 1066 of them are plays.

Examining the state of Kickstarter campaigns in terms of the launch dates in the OutcomeBasedLaunchDate worksheet, we can conclude that from 2009 to 2017 that the number of successful campaigns and the number of failed campaigns somewhat moved in the same direction. We see on the pivot chart between 2009 to 2017, from April to May there was an increase in successful and failed campaigns. Between July to September, there was a decrease for both successful and failed campaigns followed by an increase between September and October.

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

I think one limitation of the dataset is that for 2017, there is only data for the first three months. If we only wanted to look up to this point then it wouldn’t be a bad thing. However, with us in 2021 now, I think having the complete data for all of 2017 would be better. Additionally, having only the first three months of 2017 can skew the data a little when looking at the data across 2009 to 2017.

I also noticed that 2009 is missing some months. Keeping in mind that Kickstarter started in April 2009, there are still some months missing after that point. This might skew the data. Perhaps it might be better to exclude 2009 data.

The data is only a sample size that is given to us. This is only taking a look at 4000 past projects of more than 300000 projects that have launched on Kickstarter. So the conclusions we reach only pertain to the sample size.

This data only shows whether or not a campaign has made it past the funding process and does not show if the campaign actually happened. It is possible that a campaign was successful in the funding stage but it never came to fruition. If we were looking to see

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

In looking at the data and also in trying to answer question 1, one possible table or graph that can be created would be to find the percentage of success, failed, or canceled campaigns within each category and/or sub-category. Much information can be gained like seeing the percentage of success, failed, or canceled campaigns when comparing it to the total number of campaigns for a particular category or sub-category. It can give insight into how well each category/sub-category does.

We could make use of the Spotlight data and a campaigns state (success, failed, canceled) to see how exposure affected whether it succeeded or not. This is assuming the data under Spotlight column in the KickstarterData worksheet means that the campaign had helped being advertised or that people were made aware of the campaign.

We can also take a look at how long it takes for campaigns to meet their goal based on the date the campaign started to its deadline and see whether that had any bearings on a campaign’s success.