* Kickstarter Homework -

Given the Data presented we can conclude that 1) theater, music, and film & video were the most successful categories on Kickstarter (76.8% of successful categories) indicating that entertainment in particular is a popular genre on Kickstarter, 2) “Plays” are the most popular sub-category on kickstarter, and 3) 2012 saw the highest numbers of Kickstarters created. By percentage, almost 30% of recorded Kickstarters from 2009 – 2017 were created in 2012 alone.

The date in which this data is pulled is one of the limitations of these findings. Although we can use this information to help us see trends on a longitudinal point of view, we would struggle to see what kind of Kickstarter endeavors have been successful lately. Have plays seen a plunge in popularity? Has the success of a gadget or journalist endeavor on Kickstarter create a sharp increase in popularity? This kind of information would be better understood with data from 2017 to present. We are also seeing these Kickstarter endeavors from 2009 and onward, how would these numbers look if there was a worldwide recession that would tighten incomes around the world and thus create less fortuitous opportunities for Kickstarters to get money from individuals. The 2020 Global Pandemic created such an occurrence and would be interesting to see how it affected Kickstarter.

Another table and graph we could create is one that would detail the use of Kickstarter in specific countries around the world. If we were to analyze it from this perspective, we would see that the US, United Kingdom, and Canada have the greatest numbers of Kickstarter endeavors. Based on this analysis we can see which counties fair the greatest success and try to figure out why that is upon further investigation. We can also use this information to see what kind of Kickstarter endeavors are most popular in which country and make a multitude of inferences that could help us create marketing strategies, for example.