Kickstarter Campaigns Analysis

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

Out of 4,114 Kickstarter campaigns, the US accounted for 3,038 of them. That is nearly 74%, while all remaining countries combined only totaled 1,076.

Theater, specifically plays, had the highest number of successful campaigns. However, they also had a high number of failed campaigns as well. The success rate is only 60%.

In second place, in terms of number of successful campaigns, is Music. While, the number of campaigns is lower than Theater, Music had a success rate of 76%.

From 2009 to 2015 Kickstarter campaigns appear to have grown in popularity, however, according to our data here, it peaked in 2015. In 2016 the number of campaigns dropped off. In 2017 the data only includes the months of January, February, and March. If we look at the dates the campaigns were started, spring time appears to have the highest numbers of new campaigns.

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

This is only 4,114 of over 300,000 Kickstarter campaigns. How were these chosen and are they truly representative of the total number? Are the actual percentages across other countries properly represented? Were the numbers from Theater overly represented over the other categories?

Also, while my knowledge of Kickstarter is fairly minimal, I would imagine that a successful campaign requires excellent advertisement. In the Theater and Music industries, some of the campaigns are through highly successful celebrities that would like to begin a new project. Because of their status, their projects are circulated more widely. Is this skewing some of those numbers?

In 2009 only the months of May through November have data recorded. In 2017, only January through March are recorded. While this seems like it would balance out, in 2009 Kickstarter had not gained the popularity that it has reached currently. This means that a large amount of campaigns were left out of the year 2017.

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

These campaigns ran for varying lengths of time. Including that time frame versus the success rate may provide a better estimate of future success. I imagine a bar graph showing success versus time would be easiest to read.

A graph that shows the average donation/number of backers as compared with their categories might show that people that follow tech have more money to donate on average than a typical music fan, or vise versa.

I’m not entirely sure what staff pick and spotlight represent, however, I suspect staff may have a pretty good idea of what projects may fail or succeed. Including that in a chart could be helpful.