Kickstarter Campaign Report

Ronke Aina

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

It can be concluded that it is best for campaigns to go live during the first quarter of the year. All of the 50 projects went live occurred between January and March from 2009 to 2017. Individuals that want to launch a campaign related to plays should launch in either the US or Great Britain, both of which had the two highest success rates for plays. The combined success of plays in the US and Great Britain is 650 (51%). It can be assumed that food campaigns may be difficult to start due to only 6 (0.1%) going live.

1. What are some limitations of this dataset?

A possible limitation could be the amount funded for each campaign not being fairly compared due to the exchange rates of different currencies. According to the kickstarted website ([What is the maximum project duration? – Kickstarter Support](https://help.kickstarter.com/hc/en-us/articles/115005128434-What-is-the-maximum-project-duration-)) an average campaign can last from 1-60, and most that are not successful past 60 days. However, the majority of the failed campaigns lasted a month or less, so this short duration could be a limitation in the success rate. An additional limitation is bias from backers based on whether a project was spotlighted, or a staff pick.

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

A scatter plot showing the relationship between staff pick and percent funded would show if being a staff pick is an incentive for campaigns. Also, a scatter plot showing the relationship between spotlight and percent funded could be beneficial. This relationship could show if campaigns should create a spotlight page to gain more traction with backers.