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**Kickstarted Campaign Data Analysis**

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

Given the data gathered we can see a few clear trends. Theater, specifically plays, seems to be the most popular and successful type of project started by creators on Kickstater. Followed closely by music and film, all three categories boast healthy success rates. Music being the most prominent at a 70%, followed by theater at 60% and film coming in third at 57%. This could be due to the nature of the projects, as many of them tend to have low overhead costs and mostly rely on the personal talent of the people involved.

Technology campaigns seem to be right in the middle having about 50% chance to succeed. It is worth noting that technology campaigns based around hardware have an impressive 100% success rate, while the rest of the projects have very low success. This category does seem to have on average the highest monetary goals and requires the creators to be particularly skilled or have access to high skill labor.

Out of all the categories food seems have the lowest success rates of all. With a poor 17% success rates out of only 200 projects started it seems like Kickstarter might not be ideal for funding these types of projects. It might be due to the nature of how localized they are and not being broad enough to entice a spread-out global audience. Perishable food is also not ideal for shipping over long distances which might further decrease the amount of people that could be reached by these campaigns.

Lastly, it seems like there are better months than others to start Kickstarter campaigns! The start of the summer, specifically May, seems to be the best month to get projects going. On the other hand, December is the worst month, followed closely by September, January and March. It seems like people are the most receptive during the summer months, where we see the highest concentration of projects succeeding.

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

There are a few things that are still unknown to us from the data set. There could be many reasons for projects failing: lack of demand/popularity, lack of dedication from the creators, failure to deliver the final product, loss of trust in the creator etc.… With this dataset it is still not clear why some campaigns might have had success over others

There is also little information to know about what happens to campaigns after they meet their goal. Where the projects successful beyond securing their desired funding? How were they received? Do canceled or failed projects return with a new version of the campaign, or did the creators give up on crowdfunding?

Lastly, there is very limited information about the type of backer per campaign. Other than knowing the average donation per backer we don’t have access to much else. Seeing the amounts personally pledged by backer could help see a pattern into which “tiers” tend to be the most popular and collect the most money. It could also help inform certain type of campaigns as to know what tiers they should target to offer their supporters.

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

From the data set given we could come up with a few more charts. An average donation per campaign, divided into categories could give us some insight into what are the average donations those projects can expect.

We can also setup a relationship comparison between campaigns that have been featured on the spotlight tab and their success rate vs those that didn’t.

Another graph that could be helpful would be the average length of a campaign vs its success rate. Visually seeing what time frame seems to be the most favorable to run campaigns for could give us an insight there as well.