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Conclusion.

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

* More Kickstarter campaigns are started in theater and music. This could be caused by numerous variables including campaigns needing less money to produce their product and easier marketability.
* Kickstarter campaigns in the arts/entertainment have a higher success rate compared to campaigns in other categories. This could be caused by numerous variables including marketing and a better forecast of how much the product will cost to make.
* Campaigns that have a launch date in the early summer tend to succeed more than campaigns started in during other months. This could be caused by numerous variables including consumer having a tighter budget around the holiday season and that most campaigns are more entertainment focused.

What are some of the limitations of this dataset?

Using the dataset, we must assume campaigns are solely relying on Kickstarter for funding but there are trends in the data showing that this might not be the case. We have numerous campaigns that raised more money than their goal but canceled their campaign. There could be numerous reasons why this can happen including an inaccurate forecast of how much their product will cost to make, assuming a donation equals a sale of their product, or getting outside funding. I would like to find the relationship between a canceled campaign vs. the company’s product failing and what promises a campaign makes to receive donations. Do companies that promise the customers early access to their product receive more donations or do customers donate base off how well the companies market their campaign to the public.

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

A scatter plot would be to find out the relationship between countries and sub categories. This could be used to show what products customers are popular in different areas. A scatter plot would also be good for should the relationship between average donation and target goal. This could be used to determine how customers decide how much to donate to a campaign.