KICKSTARTER WRITE-UP

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

Based on the data shown, one can assume (in parent category analytics) that music startups on Kickstarter enjoyed the highest success rate (chance of reaching full funding) while on the other hand, food startups had the most difficult time of reaching their fundraising goals. Theater was the most popular form of startup on Kickstarter and Journalism was the least popular.

In sub-categorical analysis, Rock music and Documentaries enjoyed the highest rates of success; whereas Food Trucks, Animations, Children’s Books, Gadgets, Jazz, Translations, Gaming, and Tech were unlikely to be successful (cancelled, or short of reaching full funding).

Startups were most likely to enjoy success during the second quarter (April, May, or June) and most likely to fail at the end of the year (December).

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

The data sample of approximately 4,000 startups is relatively limited compared with more than 300,000 projects launched on the Kickstarter platform. We cannot determine whether there is sampling bias nor can we draw a conclusion without controlling certain variables such as length of funding, internet availability in all locations, impact of marketing methods for crowdfunding, etc. Also, no reasons for succeeding or failing to achieve funding goals can be made based off the information provided (setting a(n) ambitious or small amount from the outset contributes to determinations of success or failure.).

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

Using the ‘Country’ column of this dataset, we could draw generalizations about the categories that make up the most popular/unpopular or successful/unsuccessful startups posted on Kickstarter. Also, we can compare whether startups that received ‘Staff-picks’ or ‘spotlight’ were more likely to have success than those without those designations. Given the ‘start’ and ‘end’ dates for each startup, we can draw generalizations on how quickly certain categories were able to achieve their funding goals as well.