Kickstarter Campaign Data

1. From our data, we can conclude a few different things about the likelihood of success for various Kickstarter campaigns. Based on the general parent categories, we can assume that campaigns listed under theater will be much more successful than food, publishing, photography or games. However, music campaigns have the highest success rate at 77%. Food campaigns failed most often with food trucks failing 85% of the time and restaurants failing 100% of the time.
2. There are a few different limitations we have with this data set, the first being the size of our data. Though over 4,000 campaigns may seem like a lot, according to the online statistical platform Statista, Kickstarter has launched over 500,000 campaigns, so our sample size is only 8% of the total Kickstarter database. The second limitation is timing. We only have data up to 2017, so we can’t measure how Kickstarter campaigns have performed in the last four years. Thirdly, we don’t know how this data was obtained. For example, was it gathered randomly, or were more theater campaigns picked out of preference by the user?
3. We could calculate the rate of success and failure for each parent category and sub-categories, and then plot those as bar graphs. We could also create line graphs showing how each category has generally performed from launch date to closing date to see at what point in a campaign’s timeline it’s likely to be most successful.