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Homework 1

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

Kickstarter campaigns have a 53.76% success rate (Successful/(Grand total – Live)). The success rate depends heavily on the category and sub-category of the campaign.

Plays are the most common sub-category by far, consisting of about 25% of all campaigns.

December is the only month where more campaigns fail than succeed.

What are some limitations of this dataset?

This dataset does not tell us much about the quality of each campaign. “Staff Pick” and “Spotlight” may speak towards the quality but not necessarily. I think other metrics like if the campaign had videos on its page may speak to the presentation quality of the project. Or if it is possible to show the advertising budget of each campaign that could be insightful.

I would also like to see what state each campaign was made in for the ones based in the US, maybe campaigns based in California will be more likely to succeed than those based in other states? Or maybe not since technology campaigns have a poor success rate.

It would also be interesting to get some data regarding stretch goals, if projects with stretch goals were more likely to be funded or not, etc.

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

Creating a bar chart with all columns at a fixed height to show the percentage of successful/failed/cancelled campaigns may be more insightful for someone looking to determine when they should start a campaign.

I would also like to combine cancelled and failed campaigns. I would guess that many campaigns that get cancelled are likely on pace to fail. I would just consider both failed and cancelled campaigns as ‘unsuccessful’.