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Data Bootcamp

Module 1

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Report Section

Given the data, we can come to three conclusions:

1. Kickstarter campaigns are more likely to be successful than they are to fail. We can assert this as the number of successful campaigns is much larger than the number of failed campaigns. In the dataset of 986 campaigns, 565 campaigns were success, while 364 campaigns failed. This means that 57.3% of campaigns were successful.
2. Plays is far and away the most popular sub-category for creating a Kickstarter campaign, with a total of 344 campaigns created. This could be studied further with a look into the funding of the arts as a scope.
3. June is the month that had the most successful campaigns in terms of percentage of total campaigns that month. It was marginally more successful than July, with June sporting a 64% successful campaign percentage and July a 64% successful campaign percentage. In terms of overall numbers, July had the most campaigns with 93 and June had the third most with 86 (tied with March). What we can surmise then, is that if you want the best chances of having a successful campaign you should create it in June as it has the highest percentage of successful campaigns.

Some of the limitations of this dataset are there is no tracking of incentives for funding milestones reached. These milestones are given out for hitting specific points in the donation total,