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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 incentives are given out for hitting specific points in the donation total, and can heavily sway people to donate if they would like to receive those incentives. For example: a manufacturer might throw in a bonus component if they reach 110% of their goal. This might sway would be investors to back their campaign to receive that bonus in their order. A second limitation is the lack of accounting for outliers. Outliers would skew any summary statistical analysis done, as was the case later on in this assignment.

We could create a table to exploring the effect a campaign’s country of origin to see if there is a correlation between campaign success and the campaign’s country. This would show us whether starting a campaign in certain countries would be advantageous compared to other countries. A second table would be looking at the spotlight column and the value for this table would be to see if having increased attention from the Kickstarter site leads to more successful campaigns. I do not know if the spotlight feature is a paid one or how it is selected, but it would be interesting to explore it. We could look into the staff pick column for the same analysis as the spotlight column as well, and then we could compare the two to see which is more effective.