Kickstarter Data Report

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

From reviewing the Subcategory data, I can definitively conclude that there are more Kickstarter campaigns associated with plays than any other subcategory. Moreover, there are a couple of subcategories that have only been successful: classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games, television. Thus the case could be made that a new campaign of the aforementioned types, will be successful. Lastly, in reviewing the outcomes based on goals, I could determine that there is a higher chance of being successful if the goal of the Kickstarter campaign is less than $1000. Additionally, at the same price point, there is a lower chance of the Kickstarter campaign failing or being cancelled.

2. What are some limitations of this dataset?

One limitation that I noticed is that the currencies are different and when grouping the goals, we would not be comparing apples to apples unless a conversion factor was used for the time frame of the campaign. My thought is that this is a limitation and should be factored for better analysis. The time value of money is also not factored into the dataset. Meaning a dollar 10 years ago does not have the same purchasing power as today. Thus, a comparison of goals does not currently factor this in.

3. What are some other possible tables and/or graphs that we could create?

I felt a need to create a box and whiskers plot of the number of backers by state, to understand if there is a number of backers to aim for to ensure a new campaign is successful. This was not helpful, to predict this, but aid in understanding the variability of the dataset. However, a chart to compare number of backers, and the goal amount, and the state (successful and failed) may aid in predicting the number of backers needed, based on the goal of the Kickstarter Campaign. Additionally, I would like to calculate the difference between the date launched and date ended to gather the duration of the Kickstarter Campaign and review those in a line graph against goal and state. This could help predict the length of time needed, by goal, to ensure success of a future campaign.