Kickstarter Campaign Analysis Report

Given the data provided there are many conclusions we could draw. The most successful campaigns were those in the category of music, having a higher success to failure ratio than other categories, like theater which had the highest number overall of campaigns, but also had a pretty high failure rate, the worst being food which had a much higher rate of failure than success. All journalism campaigns were canceled which does not give us enough data to compare it to other campaigns completely. The most successful subcategory of music was rock music have no failed campaigns and the most successful campaigns within the category. The least successful subcategory of music was jazz, having the most failed campaigns and no successful campaigns. There appears to be no correlation with success or failure of campaigns based on month, however most live campaigns appear to be during the months of January, February, and March. The highest percentage of successful campaigns are those with a goal less than $1000 and the lowest percentage of success are those with a goal great than or equal to $50,000.

There are some limitations within this data set that could be pointed out. The most obvious one is the question of why. You can make many correlations within this data set as to which campaigns were successful, failed, or canceled, however there is not any data provided which can explain why those campaigns were so. If we had some quantifiable from things such as marketing strategy, target audience, reach, social media presence, etc. it maybe be possible to make a better determination as to why. The only data close to this we have available is whether they were a staff pick or a spotlight, which is helpful, but not enough. Another limitation within this data set which is missing is the individual(s) behind the Kickstarter. Success or failure of a Kickstarter can easily be determined by the level of celebrity of the individual(s) starting it. Someone who already has a certain level of notoriety would likely have a higher chance of success by something as simple has having more followers on social media or having the ability to market their Kickstarter through outlets unavailable to someone with no celebrity.

Some additional tables or graphs we could create to determine more possible correlations. We could create a pivot table with the number of successful, failed, canceled, and live campaigns based on staff pick and spotlight with a stacked column pivot chart to display this data. We could create a pivot table to break down the data into success vs failure based on currency and display this again with a simple stacked column pivot table, or chose to break down the data into successful, failed, canceled, and live, each being displayed in a pie chart showing each currency. Last, we could also create scatter charts analyzing goal vs average donation and amount pledged vs average donation to search for trends there.