Kickstarter Insight Questions

Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. Given the provided data we can conclude that on average Kickstarter campaigns are more likely to succeed then fail. With an overall 57% success rate compared to a 36% failure rate. However, if we begin breaking down the data into similar category’s we can see not all categories are created equal. For example, journalism has an outstanding 100% success rate. Compared to games that only has a success rate of 44%.
2. Now if we break this down into subcategories, we can see a familiar pattern emerge, on average subcategories are more successful. Going back to the games category we can see the subcategories very much affect this category overall data. In games we have 2 categories mobile games and video games. Mobile games only carry a success rate of 31% compared to video games 49%. Although video games still sit below the average, breaking down the data gives us a better understanding as to why a category can be so high or low.
3. Lastly, we can look at the data by month and see how this affects our success rate. Based on our data we can see the highest success rates happen during the months of June 63% and July 62%. Coincidently August appears to have our lowest success rate at 48%. Dec creates several lifts and drops based on the category. Film & video’s success rate drops over 25% between November and December. While

What are some limitations of this dataset?

* The dataset is not large enough for all categories and subcategories, so some of the results are not complete given the small sample size. This would help us figure out how significant these statistics are. For example, the 100% success rate in journalism feels skewed by the fact we only have 4 projects from this category.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* It would be interesting to see if projects that are featured or staffed picked increases the success rate of campaigns?
* Another possible table to look at would be duration of campaigns, are longer campaigns more likely to be successful?