Kickstarter Data Report

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Given the data on these Kickstarter campaigns, we can make several conclusions. One of the first conclusions that we can make is that theater Kickstarter projects are the most common type of Kickstarter project, with plays being the most common theater subcategory, as well as being the most common subcategory in general. Another conclusion that we can make is that journalism is the least successful genre of Kickstarter project, with zero successful, failed, or even live campaigns, and 24 campaigns that have been cancelled; journalists likely will not thrive through Kickstarter.

Some of the limitations that this dataset encounters is a lack of information on how many backer rewards these Kickstarter campaigns offered, or how many people paid enough money to meet the requirements for these backer rewards. Additionally, we do not know if the creators of these projects have had successful projects in the past, or if they are new to gathering funding through Kickstarter. I think that having both of these types of data present would allow for further analysis possibilities, such as how backer rewards help to incentivize contributors into donating money, or how likely it is for one person to be able to be able to fund several projects through Kickstarter.

We could create scatter charts to view the percentages of funding received for a certain category compared to its sub-categories or compared to other countries, this could help us see if a certain sub-category is pulling in a larger audience of donators than others, and in what regions these projects would be more likely to succeed. Additionally, we could create line charts to create a visual representation for the popularity of certain categories throughout different times of the year to check if there are any annual interests that would be worth timing projects properly for, such as holiday related projects.