Kickstarter Analysis – Lauren Hilinski

Three Conclusions About Kickstarter Campaigns

1. Our sample data suggests that Kickstarter campaigns that fall under the category of Music have historically been very successful, showing one of the highest percentages of successful campaigns. However, Jazz, Faith, and World Music focused campaigns have not done well historically.
2. While the majority of campaigns are successful, those that start in May have the highest success rate, and those that start in December have the lowest success rate.
3. Campaigns created in or before 2013 were far more likely to be successful than campaigns started from 2014 to 2017.

Limitations of the Dataset

* We only have a 13% sample of the 300,000 campaigns that have been launched through kickstarter, so our dataset could be more complete than it is
* We only have campaign data from 2013-2017 and the data could have changed over the last year

Additional Table and Graph Ideas

* A pivot graph line chart that depicts the state of the campaigns by year so we could easily tell if campaigns were more or less likely to succeed depending on what year they were created
* A bar chart depicting the number of campaigns created each year to see if more or fewer campaigns are being created as time goes on
* A scatter plot graph comparing success rates to goal amounts so we could see if the amount required to reach a goal is correlated with the success/failure rate of the campaign
* A scatter plot graph comparing length of campaigns to success rates to see if the length of a campaign is correlated with the success/failure of the campaign
* A table with rows for each campaign state and average percentages of distance-to-goal numbers so we could see how close/far unsuccessful campaigns were from success