Linea Fuller

7 October 2021

Kickstarter Report

The provided data led to many intriguing conclusions. Of the 4,000 projects, Theater Kickstarters held the highest rate for both success and failure. The same trend appeared true for plays, its sub-category. Theater’s success rate peaks during the later months of Spring and early months of Summer according to the line graph. Lastly, Kickstarters had a greater chance of success if the goal was to reach $1000-4999 dollars than those with goals of greater amount.

Some limitations with the data set included columns that lacked specificity. For instance, it is unknown how much each backer donated. It would have been interesting to find the average of backer donations and which categories attracted higher donations over others. In addition, the majority of Kickstarters seemed to have a lifespan of only 1-3 months. A table or graph comparing state versus longevity would be interesting to examine a possible correlation between a Kickstarter’s lifespan and rate of success. Another limitation is the difference between “canceled” and “failed”. Perchance “Canceled” kickstarters added outliers to the overall data set.