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Data Analysis and Visualization

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Report

Conclusions:

1. Film & video, music, and theater have the highest success rate for kickstarter overall. This indicate that there is a trend where people tend to support kickstarters that fall under the category of entertainment and media.
2. Theater has largest amount of successes and failures, significantly outcompeting other areas on kickstarter. Which means that this category is also the most attempted on kickstarter.
3. The highest rates of successes and failures tend to occur during the summer, especially in May. This could be due to the excitement of summer vacation, or perhaps new graduates seeking their careers as entrepreneurs.

Limitations:

We are not provided context on genre, delivery, marketing, etc. We are not provided info on what backers receive for their donation nor the specific rewards or “goalposts” after a kickstarter reaches their goal(s). We do not know where these kickstarters were advertised nor who was advertising them.

Suggested graphs:

Scatterplots with trend lines would be able to help provide us a clearer image of trends and their relationships over time.