1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Based on the data, it is clear that the types of campaigns posted on Kickstarter are very diverse. However, theatre fundraisers, specifically plays, make up the largest portion of Kickstarter that the public wants to fund. Besides theatre, music, and film and video, most campaigns tend to fail or give up before reaching the deadline. This leads me to believe, that Kickstarter fundraisers dealing with entertainment in general are more likely to succeed.

It is important that the organizations using Kickstarter take a look at the trends based on the specific category that they are in. Some categories do better at one time of the year than another. For example, photography tends to be more successful during the first half of the year, whereas, games have a better chance around the beginning or end of the year.

No matter what time of year a Kickstarter begins, they are typically more successful than not. You will notice that there is a little less backing at the end of the year than toward the beginning and middle. May is the highest point of successful campaigns, likely because people have extra money from tax refunds to use on their own personal investments and leisure. I would conclude that December has the lowest point of successful campaigns because people have already spent a bunch of money on family for the holiday season.

1. What are some of the limitations of this dataset?

The dataset has about 4000 points, however this still only represents maybe 1% of all the projects started. The types of projects used in this comparison may be skewed one way or another whether it favors categories, sub-categories, or even times that the projects have started.

Another point we are missing is whether these projects are being used for personal gain or for public use. Depending on the intention of the project, the amount of funding and likeliness to be backed could be affected.

It would also be helpful to see how success changes based on how much was initially asked for. It could be that organizations asking for a bolder amount, may see less success in the long run than others who don’t stretch for so much.

Looking at how Kickstarter compares to other funding websites, like “GoFundMe” and others would also help to see if the same success trends are seen. It is possible that there is a better venue to raise money depending on which category the organization falls in.

1. What are some other possible tables/graphs that we could create?

A table showing how average donations per backer relates to each category or sub-category would be helpful to show if some categories yield richer backers. It would also be interesting to see if the number of backers or the amount coming from backers is affected based on what country the project is from.

This data could be shown in a pivot table and then easier visualized in a bar graph to see which project’s backers give more.

It would also be helpful to get data on how many backers were needed based on the goal of each project and whether or not those were successful. This could be shown in a line graph based on when the projects started.