Kick Start – Data Report

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

* Film & Video, Music, and Theater are the top three categories (in terms of total projects and successful projects); all the Journalism projects are cancelled; Although Category Theater has the most successful projects, it also has the most failed projects; US outcomes is very similar to the total outcome from all the country.

(Outcome by Category: All Country)

(Outcome by Category: United States)

* Sub-Categories Rock has most of the successful projects with 0% fail rate; Sub-Categories Food Truck has most of the failed projects with 0% success rate; Sub-Categories Plays has most of the projects and most of the successful and failed projects (based on total counts per each category); For all the Game outcomes, only tabletop games have succeeded in the past (see Graph - Outcome by Sub-Category: Game Category.

(Outcome by Sub-Category)

(Outcome by Sub-Category: Game Category)

* Canceled projects counts are fairly consistent over the months (<50); May has most of the successful project count over the years, however for Category film & Video, March has most of the successful project count over the years.

(Outcomes by Months)

(Outcomes by Months: Film & Video)

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

* The data set only have limited amount sub-categories. If we can break down the categories furthermore, if may be more helpful for people to locate the outcome of a specific sub-categories. For example, the plays sub0category has the most successful and failed rate, but people might also want to know what kind of plays yield the most successful counts.
* The data has regional limitation: Most of the projects are from United states. If might be not as helpful for people from other counties to rely on the dataset to make the decision.
* The data could not show the success rate / failed rate for each category/subcategory immediately with the current data structure.
* The past successful experience might not be very helpful for people to predict the possible future success. For 2013 and prior, most of the technology project are successful (only 1 failed, see first graph below). However, in 2014, there are a lot more canceled and failed projects (see second graph below).

Outcome by Month: 2013 and prior, Technology

Outcome by Month: 2014, Technology

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

* Pledged amounts by Category and Sub-Category
* Goal Amounts by Category and Sub-Category
* Outcome per Country
* A Scatter Plot between Goal Amount and Pledge Amount (to ask question like: would setting a high goal amount will yield a higher pledged amount?)