Kickstarter Analysis – Conclusions, Limitations, and Visualizations

1. What are three conclusions that could be made about Kickstarter campaigns given the results of the analysis?

Many art-related categories find success on Kickstarter, including music which has the highest chance of success on average. Of the 680 concluded Music projects, 79.4% (540) were successful. On the other hand, those in the food industry should not turn to Kickstarter, as it had the highest failure rate at 82.5%. Projects that are Staff Picks greatly increase the chance of success. Of the 556 concluded projects that were Staff Picks 486 (87.4%) were successful. Also, there is fairly strong correlation between a project’s goal and its chance of success, favoring cheaper goals (see chart “Outcome Based on Goal”).

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

With a sample size of around one-percent, the of the whole population (over 300,000) of all Kickstarter projects. Also, it is not known how the sample was selected and may not be random. In fact, we are told, “only a third have made it through the funding process with a positive outcome,” however, there appears to be selection bias as our sample has an average success rate of 56.8% (2185 of the 4064 concluded projects) – this is not representative of the population and inferences from this data should not be used to make generalizations. Also, there appears to be a very small amount (<0.25%) of data duplication where blurbs are found to match word-for-word.

1. In addition to the four charts, what are some other possible tables/graphs that would assist in this analysis?

A calculated field containing the length of each campaign (in days) plotted against project outcome would have been interesting. Also, a chart of average donations of successful campaigns by category would be useful for those looking to use Kickstarter for funding. If project creators have this information, they could place more reward levels around this amount to better attract and incentivize backers.







