Kickstarter Analysis – Conclusions, Limitations, and Visualizations

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

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 fair 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?

We are looking only at a small sample size 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 “only a third have made it through the funding process with a positive outcome,” however, there appears to be a sort of selection bias as our sample has a 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 match word-for-word.

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

We could have created another column and graph to determine whether the length of project (from date launched to deadline) was a factor in influencing the chance of success. We could have also created a graph of average donations by category which would be useful for those looking to use Kickstarter for funding.







