Phillip Henson

6/11/2021

Kickstarter Campaigns

These Kickstarter campaigns have a broad range of topics as well as goals set. From the data provided we can draw several conclusions about Kickstarter campaigns. The first is that more than half of the Kickstarter campaigns in the data set were successful in reaching their goal. That is a pretty good sign for anyone wanting to start a Kickstarter. This leads directly into my second conclusion, that just over one third of all campaigns is unsuccessful in reaching its intended goal. Lastly, I looked at the “sub-category” of these Kickstarter’s. This shows that the most common type of Kickstarter is a “play”. Which to me was quite shocking. I would have thought it would have been tech related.

Just like all data this data set is limited to the data being displayed. With that being said, we can see that one of the main limitations with this data set is the length of data. It only shows a set of 4000 Kickstart campaigns worth of data. While this is an okay sample, it would be nice to have a much larger sample size. The second limiting factor is the categories, I am sure that Kickstarter allows more categories than what is shown in this data set. That can really affect the outcome of the overall data.

We could make several other tables and graphs with the data that is provided. One possible table could be the average donation for each specific category. Another possible set of graphs could be the date the campaign was started and the date it reached its goal or the end date if not successful.