Week 1 Report

1. The most significant result seemed to be the relationship between project success and goal size. As the goal size of the Kickstarter project increases, the rate of successful completion decreases. So if we were going to make a Kickstarter, asking for the smallest amount of money possible would be wise. Another somewhat unexpected result was the drop in successful campaigns created in December. Part of that is due to the smaller number of campaigns created in December in general, but I would have guessed that in the spirit of charitable holiday cheer the number of failures would at least drop in proportion with successes, which did not happen. Were I to remake that chart I would do so with the successful and failed campaigns expressed as a percentage of total projects created that month, rather than raw counts, so more closely analyze those trends. The relationship between creation date and success is potentially the most easily applied stat that we derived, and though I doubt it would be as simple as only creating campaigns in April knowing the ideal time to launch would be useful. The third conclusion I drew was that campaigns for documentaries kick ass on Kickstarter. Seriously, some other subcategories were more well-represented but the documentary subcategory had a 100% success rate. That’s insane. More investigation into that do determine if that success is due to Kickstart backers’ innate love for documentaries, or if other related variables (relatively low goal for an inexpensive project, quality video promotion content, etc.) are responsible.
2. We don’t know where this database came from. We don’t know how these records were chosen out of the ~300,000 total Kickstarter campaigns, and we have no idea how accurately these record reflect the true Kickstarter population.
3. I’d honestly remake all the tables to be percentages successful/failed/etc of the total count rather than raw counts, and remake all the graphs to match. In my opinion, data about the raw counts isn’t all that useful to determine the characteristics that define a successful/failed Kickstarter campaign.