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

The first conclusion that can be drawn from the provided data is that the highest chance of success is in the Music and Theater categories when using Kickstarter. Within the provided data, 77% of the 540 Kickstarter Music campaigns were successful. This was followed by Theater ventures, having the largest number of campaigns at 1,393, had 60% of the ventures be successful. Within the Theater sub-categories, Plays had the largest success rate with 65%. The Music sub-categories of Classical, Electronic, Metal, Pop, and Rock all had a 100% success rate. Compared to any other categories, Music and Theater have the highest likelihood for success.

The second conclusion that can be drawn is that the best months of the year to begin a Kickstarter venture is April or May. April and May have 60% and 61% success rates, respectively. While there is only a 17% difference between the most and least successful months to begin a Kickstarter, the worst time of the year to begin a campaign is in December, which only had a 44% success rate. While most months do not have a large difference in success rates, the months of December and September would best be avoided for beginning campaigns, as they each have success rates within the 40 percentiles.

Finally, the category that would a venture would be most likely to fail in would be Food. The Food category has a 70% failure rate and Games with the second highest failure rate at 64%. Due to the high failure rates Kickstarter is likely not the best funding platform for these kinds of ventures.

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

One limitation of the dataset is that it is relatively small. The data contains four thousand past projects when Kickstarter currently has 387,568 launched projects. The dataset only contains a fraction of the total data.

Another limitation would be that the data comes primarily from the United States. About three fourths of the data is from U.S. projects, which may skew the data if wanting to take a global approach or even launch a project from a different country. The results of this data are primarily based on one specific location.

Kickstarter projects tend to be creative in nature, which is shown in the fact that the most successful ventures are Music and Theater. The projects that are posted on Kickstarter may be skewed to one specific area and would not be useful if someone was looking to receive funding for a business or more technical project. Other funding platforms may be more successful for ventures that fall into another category or niche than what is typically done on Kickstarter.

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

A possible table that could be created would be utilizing the number of backers. This would show which projects had the most individual supporters and were the most popular with backers.

Another table that could be created would be to compare projects that were Spotlight featured or staff picks and projects that were not featured by Kickstarter. This would give insight into how being featured by Kickstarter would affect a project’s success.