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

1. Plays are a heavily backed subcategory with a high success rate.
2. Web based campaigns have a high failure and cancellation rate.
3. Success of campaigns decrease toward the end of the year. This may be due to the holiday season and people are not able to support as much. Projects are more successful during summer months.
4. Campaign success decreases sharply around $40,000.

What are some of the limitations of this dataset?

* While the dataset has subcategory, it would be helpful if there was “genre” related information. Plays have a high success rate but there is no information on the genre. Web based projects have a high failure rate but the dataset provides no extra information on the genre of the campaigns.

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

* Blurb length v Goal Success
  + Some of the blurbs do a very good job at describing the nature of the campaign, others are very light on description. It would be interesting to count the number of words in the blurb and graph that number along with success and failure counts. Do projects with better descriptions have higher success?
* Staff Pick and Spotlight
  + A graph showing the relationship between the Staff Pick/Spotlight and campaign success. Is it worth it to have a campaign spotlight? Do staff picked campaigns have a higher success rate?