1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Campaigns appear to be most successful in the Spring months, then the success rate tails off in the Summer, and campaigns fail more often in the Winter. There does not appear to be a correlation between the success rate and the number of campaigns occurring at any given time; however, the relative success rate for campaigns has progressively gone down in recent years, suggesting that campaign backers expect more to support a campaign than they did in the early years of Kickstarter.
3. Predominantly English speaking nations (US, CA, IE, GB) have a 54% success rate, whereas all other countries combined have a 30% success rate, but the data does not provide a reason why this might be the case.
4. Within the arts, jazz, animation, fiction, and dramas are unpopular; however, nonfiction publishing and documentary film are universally backed, suggesting that backers support art projects that provide real world (or educational) perspectives, but they are not as interested in backing fictional accounts . Technology is not popular unless it is a hardware; similarly, games are not successful unless they are tabletop. Food is not remotely popular.
5. What are some limitations of this dataset?
6. Sub-Categories remain too broad, and if they were even more precise, more could be learned about the relative success of projects.
7. I would be interested in diving further into correlations between “Staff Pick” / “Spotlight” and the success rate of campaigns. Additionally, I would be interested in how campaigns advertised their projects: Did they create video demonstrations? If so, how long were the videos, were they purely descriptive or did they include humor? What social media platforms were advertised on and which brought the most interest to campaigns? What type of incentives / rewards do the campaigns offer backers? A broad view suggested that backers did not support business type ventures or personal projects, whereas backers preferred more tactile projects that the backer could more likely experience on their own.
8. What are some other possible tables and/or graphs that we could create?
9. What is the correlation between the “Goal” and the success rate? If too much money is asked for, is the campaign less successful within certain categories or vice-versus?
10. What is the correlation between “Staff Pick” / “Spotlight” and success rate / “percent funded”?