KickStart My Chart: Observations in Kickstarter Campaign Data

From the state by subcategory graph, we can observe that campaigns with a subcategory of “play” are by far the most common of Kickstarter campaigns, with over 1000 campaigns created and over half of those successful, at 694. This is supported by our state by category graph, which shows that theater campaigns have the highest volume of campaigns and also a high success rate, coming in second to the music category when comparing the rate of successful vs. failed campaigns. From the state over time graph, we can see that in general, regardless of time of year, most campaigns tend to be successful, though there does seem to be a downward trend of successful campaigns toward the end of year.

This dataset is limited in that it does not take into account location beyond the country; that allows us to examine trends by country, but not by the particular region or city in which the campaigns were started, or the location of the users who funded them. If we had that information, we might be able to determine where might be the optimal location to start our campaign, and who might be the optimal target audience.

Some additional graph we may be interested in seeing might be the number of successful campaigns vs. their target goal, or successful campaigns vs. the average donated amount. Such a graph might allow us to determine whether there is a relationship between the success of the campaign and the amount that the campaign is asking for, and help us determine where we need to price our campaign for the greatest chance of success.