**Week 1 Homework: Kickstarter Data Analysis**

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

Theatre productions dominate the scene on Kickstarter; they are as twice as prevalent as the next most popular category, music (Figure 1). In contrast, journalism is suffering not only in print media, but also in Kickstarter attempts. It is the least represented category in general and has a high rate of failure. In fact, all of the twenty-four attempted journalism projects were canceled.

Some categories have a higher success rate than others. For example, over 60% of completed theater productions were funded. However, the Kickstarter mechanism seems strong for the music scene, where nearly 80% of completed Kickstarter campaigns were funded (Figure 1). While several forms of entertainment (theater, music, and film/video) are well supported on Kickstarter, food categories are not funded at a high rate, with only 18% of completed projects being funded. This trend is surprising, given that eating out is a popular type of entertainment.



**Figure 1. Analysis of Kickstarter campaign outcomes, broken down by category.**

A deeper look into the sub-categories related to food shows a stark contrast in the types of culinary experiences that are funded through this crowd sourcing mechanism (Figure 2). Absolutely none of the campaigns for restaurants or food trucks we successful. In contrast, 100% of completed “small batch” food campaigns where funded. Certainly, these small batch experiences have a smaller funding goal than more expensive food truck and restaurants. These small batch experiences had funding goals averaging approximately $13,000, compared to $30,000 and $49,000 for food trucks and restaurants, respectively. A more sophisticated analysis looking for association of the overall monetary goal of Kickstarter campaigns (across categories) with success rate may reveal a ceiling for funding success by crowd sourcing. The costs of operating a food truck or restaurant may simply be above that funding ceiling.



**Figure 2. Analysis of food related Kickstarter campaign outcomes, broken down by sub-category.**

1. What are some of the limitations of this dataset?
   1. The geographic breakdown is limited. Being able to look for correlations between Kickstarter success rate and other geographic indicators like state, population size, demographics, local socioeconomic factors, etc. could provide useful insight.
   2. It would be interest to see what the rates of donations are over time within a campaign and how that varies over the calendar year. There might be strategic times to launch a campaign.
   3. Some campaigns are canceled and there is no way to know if that was a choice of Kickstarter, the people running the campaign (i.e. perhaps alternate funds were found), or a sign that the campaign was not successful.
   4. There is no data on whether successful Kickstarter campaigns successfully carried out its promised intent with the funds raised.
   5. No information about the possible returns on donation or the possible levels of donation. Success in some Kickstarters may be related to the incentive structure.
2. What are some other possible tables/graphs that we could create?
   1. We could look at categories as a percentage of the total to see what types of Kickstarter campaigns have historically been most popular to create versus successfully funded. This data might help one decide whether Kickstarter is an appropriate platform for a project.
   2. Whether being a staff pick or a spotlight campaign contributed to success
   3. How the overall amount of the Kickstarter related to success rate (i.e. is there a ceiling at which it becomes harder to fund in this manner).
   4. What are the rates of donations? Might help one figure out how long to keep a campaign open.
   5. In a given category of interest, what are the number of donors and average sized donation? What can one expect from donors to a theater production, versus donors to a food truck?