KickStarter Data Set Questions/Answers

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

A – Category Conclusions

Technology campaigns have ~1/3 chance of each outcome (successful, failed, canceled) regardless of goal amount.

Theater, Music, and Film & Video are the most successful campaigns with Theater campaigns succeeding greater that 60% of the time, regardless of goal amount.

B – Sub-Category Conclusions

Plays (Theater) are the most popular sub-category of campaigns, with over 1000 campaigns. The next popular is Rock (Music) with 260 campaigns.

The most successful sub-category in terms of numbers of successful campaigns is again Plays (theater) with 694. The success rate is ~65%.

However, the most successful category in terms of success rate is a tie among various sub-categories. The below sub-categories all had a 100% success rate:

Classical Music, Documentary, Electronic Music, Hardware, Indie Music, Metal,   
Non-Fiction, Pop, Radio and Podcasts, Rock, Shorts, Tabletop Games, Television

Conversely, there are quite a few sub-categories that had a 0% success rate. The below sub-categories had all of their campaigns either cancelled or failed:

Animation, Art Books, Audio, Drama, Fiction, Food Trucks, Gadgets, Jazz, Mobile Games,   
Nature, People, Places, Restaurants, Science Fiction, Translations, Video Games, Web, World Music

C – Date Created Conclusions

The months of Feb, Apr, and May all present a 60% chance of success, which is the highest among the months of the year.

The month of Dec has a 56% of a failed/canceled campaign, which is the only month that has a higher percentage chance than a successful campaign.

The months of Jan, Jul, Aug, and Sep all present a 50% chance of success as well as a 50% chance of a failed/canceled campaign.

**2 – What are some limitations of this dataset?**

A few of the headers are unexplained. For example, I can assume that the Spotlight means that the specific campaign will be highlighted on the main KickStarter page, but am unsure what the Staff pick means and how it could potentially benefit the campaign.

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

With the knowledge of the differences that the Staff Pick/Spotlight bring to a campaign, we could take a look to see if those help/hurt specific campaigns overall as well as specific categories/sub-categories.

Another angle to look at is the average donation amount and whether or not that leads to a successful campaign. Similarly, does the number of backers lead to a particular outcome?