Kickstarter HW Report

Alex Matthiessen

1.

1. Roughly 53% of all Kickstarter campaigns in this dataset are successful. The percentage of “Staffed Picked” campaigns that are successful is 87%. It could be that Kickstarter employees are good at noticing promising business ideas and that the campaigns they pick will be successful regardless of their endorsement. It could also be the case that simply advertising the fact that you are “Staffed Picked” greatly increases your odds of success. I would say it is reasonable to advertise your “Staffed Picked” status if you want to reach your funding goal.
2. We can conclude that campaigns in the Food and Games categories have the highest rate of failure while Music campaigns have the highest rate of success.
3. We can conclude that between 2014 and 2016 the percentage of launched campaigns that are bound to fail is consistently large in the August/September period. The August/September period may not be the wisest time to launch a campaign.

2. One limitation of this dataset is it does not give us much information on the Kickstarter profiles that were created for each project. It would be interesting to know if the creator of a campaign had any advanced degrees in the area of business they are entering or if the creator presented a future timeline for their new business. It would also be helpful to know if the backers of the campaign are being promised something tangible in return (money, a product).

3. It useful to see what being “Staff Picked” does for a campaign’s chance of success. We could create a stacked column chart that breaks down campaign outcomes for “Staff Picked” campaigns. Then we could compare this chart to another stacked column chart that shows a breakdown of the outcomes for all of the campaigns. This comparison would show possible relationships between being “Staff Picked” and the outcome. Another chart we could create is a line chart that has “month campaign was launched” on the x axis and “percent funded” on the y axis. This chart gives us some more detail on the seasonal trends of Kickstarter campaigns.