Kickstarter Campaign Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

a. The most successful subcategory of campaign by far would be a play that is not a musical. There are over 2.5x more successful plays than any other category. However, this campaign doesn’t come without risk. There is a 45% chance of cancellation or failure.

b. The best time to have a play would be during vacation times (spring break, summer, and Christmas breaks).

c. The next most successful subcategories of campaigns are rock music, documentary films, and hardware technology. There is a very low risk of failure with these types of campaigns.

2. What are some limitations of this dataset?

a. There is no state or city location for each campaign, so you don’t know where to target the fundraising events.

b. There is no cost data included. So, you might have a campaign such as a play that looks great in terms of fundraising potential. However, it could cost a lot or take a lot of time to implement.

3. What are some other possible tables and/or graphs that we could create?

a. Average or actual pledged donation by category or subcategory.

b. Stack bar by country of successful categories/subcategories so that you know where to have the campaign.