**Data Analysis Report**

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**Overview**

The data report below yields findings from a Kickstarter Campaign dataset.

**Scope**

Set of 4,115 different past Kickstarter campaign projects with data on funding, location, timing, category, and outcome.

**Conclusions**

Conclusion 1

Music Kickstarter’s campaigns have a higher success ratio than any other parent-category of Kickstarter’s around the world. If you were to invest in a campaign, a music field is a good bet.

Conclusion 2

Kickstarter campaigns with youthful sub-category’s like animation, fiction, and video games are likely to fail. You should not invest in such.

Conclusion 3

The time of year plays an important role on the success of a Kickstarter. During the winter holidays in November and December, there is a lower chance of Kickstarter’s taking off. Spring and summer are the best times for Kickstarter’s to succeed. There is a noticeable dip in success during the month of September most likely due to the focus of the new school year.

**Limitations**

There are limitations with this dataset. We know the country of which these Kickstarter campaign’s took place, but we do not know the economic reality of the specific areas they were launched. Though a restaurant campaign may be funded, it is more likely to fail in a low-income area rather than a high-income area.

We don’t know if this dataset was collected during a time that can really relate to what would be successful today. Yes, we have the launch date, but society is always changing. What was successful just 1 year ago may not stand a chance to be successful amidst a pandemic. Trends are changing and this data does not include info on societal trends.

We have collected too little data on journalism Kickstarter’s to even make a claim. Is that because there are few campaigns in journalism? Or was that just all were given.

The volume of Kickstarter’s with similar categories per country could affect the cancellation or failure rate.

**Other Possible Tables**

-Table to relate the country to the category to find which category is most successful to which country.

-Table to relate the funding pledged to the state of similar category campaigns.