Kickstarter Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater has a higher total number of successful campaigns, but music has a better success ratio. Categories that could be considered “Entertainment” seem to have a higher success rate than categories that deal in other areas of industry (except for games). There could be some sort of industry specific challenge gaming start-ups face that the other entertainment categories do not experience
   2. Documentaries, hardware and rock campaigns are more likely than other sub-categories to be successful. Plays have a significantly higher volume than any other sub-category.
   3. Starting Months have no effect on the number of canceled campaigns. Month-by-month successful campaigns have a downward trend as time passes. Failed campaigns also seem to have a flat trendline. From April – May there is a significant increase in successful campaigns. Its hard to attribute this to anything but my first guess is that people have more money this time of the year because they have received their tax returns by then. This could make it more likely for campaigns to received donations.
2. What are some of the limitations of this dataset?
   1. The only feedback we are getting is the result of the campaign (state/outcome). We would really be interested in the main reason why a campaign was a failure or a success. There are no other outcome details we can look at to improve our chances of having a successful campaign. Was the campaign low-quality from the start or was the goal just set too high? These kinds of categorical explanations would give us a better direction to follow.
   2. A bigger sample size would really help. We are working with 4113 rows out of the 300,000+ campaigns ever. It would be impressive if we were able to make accurate assumptions based on roughly fourteen thousandths of the total campaigns.
   3. Another categorization that would be useful is the management team’s level of experience in their chosen subcategory. It could potential distort some of our conclusion if this small sample size just happened to include more experienced teams rather than amateur teams.
3. What are some other possible tables/graphs that we could create?
   1. I would be interested in the average donations for each month. This could give us some clues on what time of the year we should launch.
   2. It looks like the US dominates the total volume of campaigns. However, it would be interesting to see if other counties have a higher or lower success ratio than in the US. You could take this idea a step further by looking at which categories/sub-categories do well outside of the US.
   3. I would want to see if the runtime for each campaign has some correlation with the outcome. Intuition tells me that the shorter, the campaign the better the result. So, I want to know if there is a certain time period where I’ll know if we’re going to succeed or not.