Kickstarter Data Analysis

1. Three conclusions we can draw from our analysis
   1. Theater is the most frequently occurring campaign in the dataset with a total of 1,393 requests. However, ‘Theater’ is not the most successful campaign category. The ‘Music’ category is the most successful campaign category in the dataset, with roughly 77% of campaigns reaching or exceeding their goals.
   2. The Sub-Category chart shows that plays are the most frequently occurring campaign. ‘Plays’ makes up most of the category ‘Theater’ with 1,066 ‘Plays’ campaigns out of 1,393 total ‘Theater’ campaigns. When ‘Plays’ is filtered out, the next most occurring sub-category is ‘Rock’ which is 100% successful. This is consistent with the ‘Category’ pivot chart which found ‘Music’ to be the second most occurring campaign.
   3. The success, failure, or cancelation of campaigns all follow somewhat similar cyclical patterns, but overall the time of year does not seem to be related to the success of the campaign. It would be hard to conclude based on this chart that the time of year helps a campaign succeed or not.
2. Limitations of data
   1. All of the campaigns categorized as ‘Journalism’ were canceled which begs the question why. There are not enough variables to analyze the question of why campaigns are successful or not. Variables that would help would include: (1) method for targeting support such as Facebook posts, retweets, etc, (2) number of clicks or views of the campaign, and (3) other demographic variables such as age and income of target audience.
3. Other Tables and Charts
   1. With a deeper analysis, we could explore if the success of campaigns is related to the original ‘Goal’. For example, ‘Music’ category was the most successful in this dataset, but the average ‘goal’ was $4,700.
   2. A chart of ‘Staff Picks’ and/or ‘Spotlight’ and the success of the campaign would be interesting to see if there is a relationship between which campaigns Kickstarter promotes and if the campaign reaches their goal.
      1. If there appears to be a relationship, further data on how those campaigns are selected would be insightful for future campaigns.
   3. We created the column ‘Average Donation’, this column would be interesting to analyze based on campaign category, goal, etc. Following back to item 2a above, with more data and variables we could analyze relationships between the average contribution based on advertisement and reach of the campaign as well as the target demographic.