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

1. Excluding the campaigns that are currently live, only 53.76% of all campaigns are successful (2185 campaigns out of 4064 total campaigns). 46.24% of all campaigns are unsuccessful (either failed or canceled). In this case, we determine failure to be those campaigns that either did not reach their goal or prematurely ended. Successful campaigns are those that had pledged donations equaling or surpassing the goal.
2. The parent category of “theater” accounts for 33.69% of all campaigns (excluding ongoing campaigns) on the site, comprising of 1393 out of 4064 campaigns. This is by far the greatest number of campaigns compared to the other available parent categories.
3. Among those theater campaigns, the “plays” subcategory is by far the most popular, comprising of 1066 campaigns compared to “musical’s” 140 and “spaces’” 187.

2. What are some limitations of this dataset?

Kickstarter is a U.S.-based website, so most campaigns will be comprised of interests favored by an American consumer base. The typical backer of Kickstarter will most likely be those with disposable income, along with those who are comfortable navigating their finances through the Internet. We would need to do some user-research to confirm, but I would imagine that the typical Kickstarter backer would be an American in the middle bracket of wage-earners and younger compared to the rest of the population.

With regards to the campaign hosts, the dataset does not have information on whether the campaign host is an individual or a group, as it would be interesting to see if those campaigns with significant organization and structure have any impact on the outcome of the campaign. As it stands, we just must infer whether a campaign is simply an individual’s pet project or a large corporation’s attempt to crowdfund a major television production. I would be interested to know if the campaigns that are more “credible” also are more successful if we had that sort of information.

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

With the data we currently have, I would start looking into the campaigns that occur during December. Among all campaigns from 2009 to 2017, December is the only month where failed and cancelled campaigns outnumber the successful ones (141 unsuccessful campaigns vs 111 successful ones). We can take a look at which categories comprised the most failed campaigns and see if the sum total of pledged donations are higher or lower compared to pledged donations from other months. I would create new PivotTables to be able to look at pledged donations across the months, and have filters by categories and years.