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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. When looking at all projects, only 53% of them are successful (2185 of 4114). Projects related to “theater”, “music” and “film & video” have a success rate greater than average as 60%, 70% and 58% of them are successful (respectively). Project in other categories have low success rates (less than 50%).
3. When looking at sub-categories, the most frequent projects are related to “plays” with 1066 of 4114 projects, which have a relatively high rate of success (65% of these projects are successful). However, projects related to “rock” and “documentary” have very high success rate, as 100% of them succeed
4. “May” is the start-month with the largest number of projects classified as successful (233) compared to other months which range from 111 to 213. On the other hand, “October” and “January” are the start-months with the largest number of projects classified as “failed” with 149 and 150 respectively.
5. What are some of the limitations of this dataset?
6. It seems that “success” is defined as a project that achieved or surpassed the funding goal. However, it would be interesting to learn how successful was the implementation of the project. I realize this may be challenging, but there is an opportunity to further qualify a “successful” project by indicating if the project went live and/or if the project generated some type of revenue for example
7. In order to provide more context to users of the database, if may be useful to provide a brief explanation of why the project was cancelled and/or failed. This could provide additional context to potential supporters and/or project leaders on what to look when setting/selecting a project for investment.
8. The data provides a very brief description of the project which may be difficult for a potential investor to fully understand what the project is about. I imagine the full database may have more details. In addition, there may be additional information which could be added to guide potential investors – for example, some investors may be looking for environmentally friendly projects, and an additional column to qualify this could be useful.

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

(1) For the tables (by category and sub-category) developed for homework, it would be useful to have % of projects in each “state” (successful, failed, cancelled, live). In this way, it is easier to identify categories and/or sub-categories of project with high (>53%) or low (<=53%) rate of success.

(2) Create a table/Graph showing the total amount of money for goal and pledged by state (successful, failed, etc), total, by category and by sub-category. Besides having a sense of number of projects, It would be important to have a sense of the amount of money involved in projects (goal and pledged) by category and sub-category. For example, the goal for cancelled projects add up to approximately $180m (in 349 projects), while successful projects only represent approximately $21m (in 2185 projects). It is clear that successful projects are large in quantity, but small in amount of money requested.

(3) Average goal for projects in each category by “state” (successful, failed and so forth). This gives insights in the average size of project people tend to invest. For example, successful projects had an average goal of approximately $10K, while cancelled projects average goal is approximately $520k and failed projects is ~$60k. Thus, people tend to support relatively smaller projects.

(4) Table showing the average donation for projects by category and sub-category. It is also important to get a sense of the average donation a person is willing to provide by category and sub-category. For example, for successful projects, investors give on average ~$90.