Kickstarter analysis

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Over all countries, the three most common Kickstarter campaigns were related to entertainment: 1) theater (= 1393 campaigns), 2) music (= 700), and 3) film & video (= 520). This pattern largely reflected the campaign patterns in in the US and GB, which comprised 88.53% of all campaigns. In many European countries (such France, Germany, Spain and the Netherlands) the most frequent campaigns were related to technology. Over all campaigns in all countries, the three most successful campaigns were: music (= 77.14% successes), followed by theater (60.23%), and then film & video (57.69%). The odds of success (odds) were disproportionately high for music (= 4.50 successes to each failure) compared to other categories (e.g., the next closest was theater at 1.70). The three least successful campaigns were food (17.00% successes; odds = 0.24), followed by publishing (33.76%; odds = 0.63), and then technology (34.83%; odds = 0.98). The least common campaign was journalism and was canceled in all 24 cases.
3. For music, which was the most successful campaign overall, the genre “rock” and “indie rock” were, by far, the most common genres and tended to be successful (“metal” could also fall in this group). The genres “jazz” and “faith” were never successful. For theater, which was the next most successful campaign, most of the campaigns were related to “plays,” and such campaigns tended to succeed more than fail. For the third most successful campaign, film & video, there were a disproportionately high number campaigns for “documentaries” and they never failed. Likewise, “shorts” and “television” never failed, while “animation” and “drama” campaigns always failed. For food, which was the least successful campaign, the most common venture was “food trucks,” which always failed, along with “restaurants.” On the other hand, “small batch” ventures were always successful. For games, which was the second least successful campaign, “video games” and “mobile games” always failed, but “tabletop” games always succeeded. For publishing, which was the third least successful campaign, the genres “nonfiction” and “radio & podcasts” always succeeded, while all other genres always failed. For technology campaigns, which were common in European countries, the most common campaign was for “wearables” followed by “web,” both of which tended to be unsuccessful. In contrast, “hardware” and “space exploration” tended to have successful campaigns.
4. In terms of the temporal structure of campaigns (over sequential months in a year), patterns are difficult to discern on an annual basis and really only emerge when pooled over all sample years, and when broken down by category. For example, Music campaigns generally did best in the beginning of the year, and then success rate declined linearly over the course of the year. Theater campaigns did best in the summer. Film and video campaigns had peak success in the early spring (March), the beginning of summer (June) and around Halloween/Thanksgiving (in October/November). Conversely, they tended to fail in late summer and early fall (July to September). For generally unsuccessful campaigns, the temporal structure of successful campaigns is hard to discern because they were uncommon, whereas there were clearer patterns for unsuccessful campaigns. For example, food campaigns had the highest failure rate in January and in the summer months.
5. What are some limitations of this dataset?
6. The data are heavily biased towards the US and Great Britain, where most campaigns occurred.
7. The spatial resolution is rough. For large countries, such as the US, patterns could vary among states in different geographic regions.
8. The data are biased toward countries in the northern hemisphere. For example, temporal patterns may be inversed in countries such as Australia. Patterns that are in opposition could tend reduce the overall signal.
9. What are some other types of tables and/or graphs that we could create.

In place of the bar plots, we could try pie charts or a treemap. For continuous numerics (such as for variables such as amount pleged) we could use stripcharts (which are great because they show each data point).