Kickstart My Chart

1. The first observation I make is that you have to be careful what you decide to create or how you market a product. If you look at the subcategories pivot table, we can see that there are several categories that have yet to produce any successful campaigns.

My next observation would be that there seems to be some kind of holiday season drop off. There is a gradual decline in the number of successful campaigns from May to September, but from November to December we see a drop in one month almost equal to the 5-month regression. One would think that during the holiday season more campaigns would be successful as usually this is the time where more money is being spent. This might be people spending in places for already made goods instead of wanting to invest in a future product.

Lastly, if we are wanting to understand what makes certain projects have success, we are going to have to collect different data. We might see trends in certain categories, but we will won’t have a true understanding of what “successful” campaigns did differently than “failed” campaigns.

1. For limitations, I would first want to think about how the term “successful” is defined. Here it is defined as not hitting the goal amount. This doesn’t take into consideration other factors, such as the true amount needed by the company or other streams of investment that might not show up through Kickstarter. With Kickstarter, one of the big ideas is that the companies will usually give the backer certain products depending on the amount given. We might see a correlation with more backers with companies that have more price ranges or give out more products at the different ranges.
2. If strictly going off going the data that we already have, I would want to look at the relationship between the state of the campaign and if the campaign was a staff pick or had the spotlight feature. I would initially assume that if a campaign was marketed as a staff pick or in the spotlight it would get more views, giving a chance for more backers. However, if there was a cost to getting a campaign put in the spotlight, we would want to see a strong positive correlation between being in the spotlight and a campaign being “successful”.

If I were able to get more data, I would want to look at the ratings of the product after the came out. I would also want to take those ratings and compare it to percent funded to see if there is a correlation to getting more money to producing a higher rated product. Lastly, I would want to add data for the parent company and see if there is a certain company that is better producing “successful” campaigns than others.