What are three conclusions we can make about Kickstarter campaigns given the provided data?

A large proportion of campaigns in the Kickstarter data is for theater/plays categories, the majority of which were successful in meeting their funding goal. Based on the data, Kickstarter seems best suited for campaigns in music, theater, film and television, as they appear to have the highest rates of success per each campaign launched, relative to those in other categories.

Campaigns launched within the Food and Games categories were the least successful – campaigns in the Food category had the highest proportion of failed campaigns relative to other categories. Journalism was also not a successful category, as 100% of its campaigns were canceled.

Campaigns with low goal amounts, roughly $5,000 and under, have the highest likelihood of success in meeting their goal. Campaigns with high goal amounts, $45,000 - $50,000, have the highest likelihood of failure in meeting their goal. The rate at which campaigns become cancelled is comparatively lower than the rates of success or failure, however, the likelihood that a campaign will be canceled increases as its goal amount increases.

What are some of the limitations of this dataset?

It would be interesting to know more about the backers’ demographics to see what sorts of age groups contribute to each type of campaign. Rather than average donations, getting generic data about contributions by age group would also be useful.

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

We could compare the percent funded of each type of campaign by category/sub-category to determine which campaigns were funded above their goal by a significant amount, or conversely underfunded by a significant amount.

We could look at the duration of each campaign and its relationship to the success of the campaign. E.g., are successful campaigns more likely to be funded in a shorter amount of time, and if so by how much over the goal?

Additionally, we could create a graph/chart to analyze the relationship between “staff\_pick” campaigns and their likelihood of success, failure, cancellation.