HW1 Questions

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

* Music & theater Kickstarters are the most prominent and the most successful with 77% of music campaigns being successful and 60% of theater campaigns being successful. Of theater campaigns, plays are the most campaigned & funded.
* Journalistic campaigns seem to fail with 24 canceled campaigns, most of which received 0% of their requested backing within their campaign time.
* Campaigns running through Q4 have a higher chance of failure / cancellation, near the end of the year the amount of successful campaigns plummet. This could also mean that less campaigns are opened near the end of the year, which would make sense with the holiday season and thoughts of spending elsewhere. There is not quite as much kick-in in January as I would have thought, though.
* Campaigns looking for less than $5,000 are more successful & more prominent. Campaigns with less than a $5,000 goal have a 70% chance of being successful against a campaign running for $40,000 which has just a 28% chance.

1. What are some limitations of this dataset?

There is a lack of data from more current years. When looking at the years of active data, 2014 – 2016 have the most data input. Other years show less data which may be because the site was not as popular or could be a lack of data input from our data set.

Overall data limitations as well – 4,000 campaigns is a good chunk of data but not enough to know truly how a campaign will do.

Most of the data is from US campaigns (73%) so either the US is the prominent user of the kickstarter website, or the data isn’t showing us a more global view. This could skew numbers heavily if you were looking to open a campaign in a country outside the US.

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

Country breakdown – it’s interesting to see how data looks on a country by country basis. The majority of this data set is from the US but with more data it could look different per country in terms of % funded, # of backers, successful / failed, etc.

A review of the # of backers vs % funded – it would be interesting to see if higher goals receive more backers with small funds or less backers with larger donations. There may be a correlation between higher goals and wealthier backers (also where they like to put their money – tech / health rather than theater / journalism for example).