KICKSTARTER REPORT

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.

Campaigns are less likely to be successful, the higher the goal amount is. The higher the goal amount, the more likely a campaign is to be canceled. This trend can be seen on the line graph below.

Similarly, the more backers a campaign has, the more likely it is to succeed. The graphs showing this data does not illustrate it well, as there is such a large variance in the number of backers for both successful and unsuccessful campaigns. Looking at the data, the mean number of backers for successful campaigns is 194, compared with an average of 19 backers for unsuccessful campaigns.

Trends in Kickstarter campaigns by subcategory can be gleaned from filtering the ‘Projects by SubCategory’ chart by Category. Mobile or video games have never been successful on Kickstarter, but tabletop games have a 100% success rate. Restaurants and food trucks have never been a successful campaign subcategory; only small batch campaigns have been successful.

1. What are some limitations of this dataset?

The success of a campaign should not be looked at only in terms of funding dollars or the number of backers – we should also consider the length of the campaign, and perhaps even the time of year, to see if there’s any correlation between these factors and the success or failure of the campaign.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could create a graph to show the correlation between the length of a campaign and its success. Taking it a step further, we could illustrate how the length of a campaign and its goal amount affect its likelihood for success.