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Kickstarter

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

Theater is by far the most attempted and successfully funded category in Kickstarter. More specifically, plays are the vast majority projects. Between the years of 2009 and 1st quarter of 2017, Kickstarter peaked in entries at 1225 in 2015. People tend to start a campaign more so in the first half of the year with a notable drop in the 4th quarter. We can also conclude that US and Great Britain hold nearly half of all attempted Kickstarters among the world countries.

For the Bonus:

Conclusions we can draw based on percentages of success, failure, and canceled given their goal ranges is that the higher the goal, the more likely it is to fail. There is also a noticeable trend with increasing cancelation as the goal gets higher.

1. What are some limitations of this dataset?

While we can compare country to country for entries/success/fail and draw some conclusions, we are not able to include any outside economic factors as to why some countries have more entries than others. We also don’t know how well Kickstarter advertises in each country respectively.

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

Given the data provided, I would have liked to see the correlation between average funding, total funding, and country the campaign started in. While it may not be conclusive, it may help to provide info to my limitations I provided above.

I would also like to see the correlation if any, between what has been a staff pick/spotlight and their success or failure. My educated guess would suggest that this would have a direct correlation to the success/failure of a campaign.