Kickstarter Report

1. From this data it can be concluded that music fundraisers are generally more successful at reaching their goal compared to other categories, while food, games, journalism, and publishing appear to reach their goal the least often. Some conclusions can be drawn from looking at the dates. It appears that the overall trend is that there are more kickstarter fundraisers that begin in May, June, and July compared to other months, though it is hard to say if the date has an impact on whether or not they succeeded. When looking at the technology category, the data shows that all of the hardware fundraisers and most of the space exploration fundraisers were successful, while all of the gadgets and web along with most of the wearables were either failed or canceled. This data suggests that it is far better to target the hardware or space exploration categories.

2. One of the limitations of this data would be small sample size, especially for the Journalism category which only has 24 data points. Another possible addition to this dataset which could be added would be reward levels. Kickstarter fundraisers often have rewards for people who donate, so it could be useful to see the impact that different reward levels have on the ability for fundraisers to reach their goal.

3. It could be helpful to add a table and graph showing the average goal for each category. Some categories might have a significantly higher or lower goal than other categories which could impact success rates as lower goals should be easier to achieve. Another useful thing to see could be a graph and table of success rates through the years to see if there is an overall trend upward or downward of success rates over time. If kickstarter fundraisers are more successful as the years go on, it’s more likely to be a worthwhile investment to set one up, whereas if they are becoming less successful over time, these fundraisers might be dying out and not worth the effort as much.