Crowdfunding with Kickstarter

Given the provided data, there are three conclusions about Kickstarter campaigns that I would like to highlight. Firstly, the 4,000 projects in the database were diverse; the projects spanned 21 countries, 9 categories, and 41 sub-categories. Secondly, the top 3 categories with the most successful projects were theatre, music, and film & video; more than 50% of projects in these categories were successful. Similarly, the top 3 sub-categories with the most successful projects were plays, rock music, and documentaries; 65% of the plays were successful and all rock and documentary projects were successful. Lastly, most successful campaigns were launched between January and June; the largest number of successful campaigns were launched in May.

The dataset used to generate these insights has several limitations. Firstly, the dataset does not contain information about the project creators. Were multiple successful projects created by the same individuals/organizations? What sets them apart from the others? Secondly, it does not contain information about the backers. What are some characteristics of individuals who participate in crowdfunding? Lastly, the dataset does not contain information about the actual amounts donated by each funder. What was the range of donations made?

In the future, it would be interesting to create tables and graphs to present the following information: proportion of successful projects by category, sub-category, and country; number of projects by average donation, percent funded, and country; and number of days that successful projects are open for crowdsourcing by goal, amount pledged, and category.