KickStart Analysis Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. It seems that the best months of the year to start a KS campaign is in February and June, and the worst months are December and September. This is after I’ve accounted for relative success rate, not just absolute numbers of campaigns in those months
   2. The most successful KS campaigns are those that fund theater (particularly plays), music and film
   3. Getting a food venture funded is very difficult and usually results in a failed campaign – I was surprised by this!
2. What are some of the limitations of this dataset?
   1. The data set does not provide much detail about the campaigns themselves, and I would think that the quality of the ideas would be the ultimate measure of the campaign’s success
   2. We don’t know much about external factors, such as country’s regulatory system or cash flow of the investors. It could be possible that the success of May campaigns is because most people (potential investors) get paid out bonuses in March/April timeframe and they spend money on other things (travel, gifts) in December?
3. What are some other possible tables/graphs that we could create?
   1. I would definitely want to see the total number of campaigns (failed and successful) as a way to normalize some of the graphs that we are dealing with since results are expressed in absolute terms, which can be misleading
   2. I would look at the success rate as a function of competition – i.e. how many similar campaigns were started in that month, for instance, and see if that is a factor
   3. Not all campaigns were run for the same amount of time. It would be interesting to see if length of the campaign determines the outcome
   4. I see very terse descriptions of the campaigns. I would chart the success of the campaign as a function of the number of words in the description