Kickstarter campaign reflections

What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Theater comprises most of campaigns on Kickstarter, and also comprises the largest group of successfully funded projects. Plays are the most popular theater subcategory.
* The majority of kickstarter campaigns originate in the US, with music being a highly popular US category for kickstarter campaigns, where it is less popular outside the US.
* In the last 5 years, the trend has been that projects started in May are the most likely to be funded. The least likely time to be funded is December, which is the only time in the year where campaigns are more likely to fail than to succeed.

What are some of the limitations of this dataset?

* Some of the goals are exceedingly small ($1), vs. exceedingly large ($100,000,000). These will impact our calculations (for example, the percent that was funded for that goal, whether the goal was achievable to be categorized as “successful” or “failed”).
* Because campaigns are only funded if they are achieved (unlike gofundme where creators can choose to i) have campaigns be completed funded or they get nothing or to ii) take whatever they have managed to raise), the size of some of the kickstarter goals raise questions about whether they were serious campaigns or not.
* We do not have access to who funded the campaigns – were they personal or professional acquaintances of the creators, or were they strangers invested in the promised end-product?

What are some other possible tables/graphs that we could create?

* We could create pivot charts to visualize the data in a more understandable way.
* We could create a table examining whether the length of the kickstarter campaigns impacted whether they ended up funded or not, by subtracting the date ended from the date created, and creating a variable called “weeks live” (how many weeks a campaign was live for), and comparing it to the state of the project.
* We could examine state of project (successful, failed, canceled, live) as it pertained to the category of the goal by creating categories such as $0-$100, $100-$500, etc., and then creating a pivot table & graph of the results.