Jeffrey Burgos

Rutgers Data Science Bootcamp

Kickstarter Analysis Assignment

Due 10/26/2019

1. Given the provided data, I think three conclusions that we can draw from the Kickstarter Campaigns are that for one, the Arts dominate most of the Campaigns that are launched on Kickstarter, accounting for more than half of the Campaigns in the dataset. Second, a lot of people seem to think that Kickstarter is a great place to fundraise for their plays, as that alone accounted for almost a quarter of the data. Third, it doesn’t matter what time of year you launch a Campaign, if it’s a good Campaign, it will succeed (unless it’s in December, as that was the only month that there were actually MORE failed Campaigns than successful ones). My reasoning for that last one is because of the Christmas season, people are spending more money on others, and so they don’t contribute as much to Campaigns.
2. One of the limitations in this dataset is that the Arts (music, film, theater, photography) accounted for more than half of the dataset. I’m not sure if it is because it was merely a sample that was taken according to a percentage of the dataset (for example: 10% from each category) and that the Arts just had that much more, but if a company is a technology company or it’s an individual that is a journalist, they don’t have nearly as much data to go on.
3. Some other tables or graphs that we could have created is a table based on how much each Campaign raised vs their goal, and see which Categories are most likely to surpass their goal by more than a certain percentage or which are least likely to hit their goal. Another is to see how the Campaigns that were in the Spotlight were affected as opposed to those Campaigns that were not in the Spotlight. Yet another could be done that is similar in nature except instead of Spotlight, we could use the Staff Pick metric to see affected outcomes. One more metric that we could use is the Average Donation, seeing whether a higher Average donation is more likely to lead a Campaign to being successful or not. We could also get much more granular with the data and see within certain Categories which Sub-Categories were more successful than others.