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

Projects on Kickstarter have a 50% chance of either failing our succeeding. Entertainment and the arts are the most successful projects on Kickstarter looking at counts. The US, Great Britain, Canada, and Australia are the countries that use Kickstarter the most. We also can conclude that most people using Kickstarter are from English speaking countries. Plays are the most successful on Kickstarter. The highest pledge was for $2.3 million and the other top three pledges were close to a million dollars for technology projects. On average a project receives $11,223.

1. What are some of the limitations of this dataset?

Kickstarter was founded in 2009, so the data covers all years the company has been in existence. It is not clear what defines a success or failure. We don’t know if the goals were overly conservative which would make more projects appear successful. Approximately half of the projects met their goal. How is a cancelled project not considered a failure? Looking at counts does not reflect the success of project. Although it appears there are more entertainment and plays, but the most money crowdfunded came from technology projects.

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

A graph based on dollars pledged and goals compared to parent and subcategories. I would like to see a graph based on years. Recessions could play a large role in producing failures in a given year. I would like to see a chart that displays projects by country. It appears that most crowdfunding was for projects from English speaking countries. This could make it more difficult for other projects to raise money.