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Data Analytics and Visualization Program

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Kickstarter Report

Kickstarter is a global community built around creative projects. It allows entrepreneurs to create and share their ideas to a group of people who could choose to support by funding their endeavors. The data analyzed seeks to uncover any hidden trends in Kickstarter projects that could help organizations meet and exceed their own goals.

Given the data provided, we can conclude that Kickstarter campaigns are successful over fifty percent of the time. Out of 4,114 projects, 2,185 were successful, 1,530 failed and 349 cancelled. Based on the data, projects related in the category of theater, specifically plays, received the most backers, and exceeded their goals while projects related to journalism cancelled.

A possible limitation of the dataset is the difference in currency. Though a project may not have reached its goal, the project may have raised more money than another. The dataset also does not express how much time was allotted for each project to reach its goal.

To further analyze the trends in the data set, we could create a table or graph that is able to measure if the projects met their goal in time using the deadline. We could then compare this information with the percent funded to see how time is a factor of funding. Lastly, we could look at how many of the staff’s picks were successful and if this would be a good indication of a project meeting its goal.