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Analysis of Kickstarter Campaign Data

The data and charts on the Kickstarter data reveal various trends. Among the different Kickstarter groups, Theater has the most campaigns with 1,393. This comprises of 33% of all the Kickstarter campaigns in the dataset. One will also find that campaigns that fall under the Music category have a higher success rate than the rest of the categories with 77% of Music Kickstarters reaching their goals. The group with the highest Kickstarter failure rate is the Games category with 63% of campaigns not reaching their goals. When observing sub-category data, one will find that the Plays sub-category has the most Kickstarter campaigns compared to the other sub-categories. Plays make up about 25% of the grand total Kickstarter campaigns in the sub-category data. Multiple sub-categories reveal 100% success rates. Among these are classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, shorts, tabletop games, and television. Another deduction that can be made from the Kickstarter data is from the line graph. There is an apparent increase of Kickstarter outcomes related to success and failures between the months of April and June while a decrease is seen at the start of November.

There are limitations to the data provided however. One limitation of this dataset is the absence of factors that can be difficult to measure. For example, it would be helpful to identify factors that drive successful campaigns such as people’s motivations for supporting a it. Data on why Kickstarters fail can be useful information for identifying trends but is also something that is hard to measure. The amount of visibility a Kickstarter campaign has to the public is another factor that the data does not provide. Kickstarters that are highlighted by media outlets may influence success outcomes because they increase their exposure to the public. This data might reveal trends related how necessary it may be for a campaign to increase its visibility to the public.

It is possible that other tables and graphs could provide useful information on trends. Other than the line and bar graphs, scatter plots may reveal the strength of relationships between certain pieces of data such as average donation and the outcome of success. It can also reveal if the location of the kickstarter is correlated with a successful outcome. A pie chart may also provide a useful visual of which categories or sub-categories takes up the most success outcomes.