Kickstarter Data Questions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Most campaigns are projects within the US.
* The most common projects are in the category of theater, specifically with regard to plays. Music and Film/Video are also pretty common. These are the most highly represented categories.
* Projects created in December are significantly less successful. Projects created in May are much more successful.
* Documentaries, Shorts, and Television are extremely successful, with a 100% success rate observed in this data. On the other hand, there is no success observed with Animation, Drama, or Science Fiction.

2. What are some limitations of this dataset? We don’t have any data regarding the advertising tactics of each project. We also don’t have any data regarding the target demographic – those that are most likely to use Kickstarter.

3. What are some other possible tables and/or graphs that we could create?

* We could look at number of Backers per project, to get an idea of how many people supported each project regardless of how much money was raised.
* We could look at how successful the projects were with regard to how long they were open for donations.
* The number of successful projects seems to decrease as the goal amount increases, until the goal is $50,000+, then we see a slight increase in successful projects. We could look at projects within each goal bracket and try to observe a pattern for why this might be.