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Homework 1

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**Conclusions to be drawn from data**

From the breakdown by category we can see that Music, Film & Video and Theater projects have higher rates of success than other campaigns. US projects more likely to succeed, specifically in music and Film & Video

From the breakdown by subcategory, we can see that Food Truck, Web, Wearable and Animation are particularly unsuccessful subcategories. Documentary, Rock and Hardware are particularly successful subcategories

The data ends in 2017, so it should be excluded for the purpose of analyzing trends as it’s incomplete. We can see that early on 2010-2013 a higher proportion of campaigns were successful but as the volume increased in 2014-2016 the proportion of failures also went down.

**Limitations**

Campaigns are often promoted through various types of media (social and otherwise) that directs users to Kickstarter. The data doesn’t include how many times each of the campaigns was viewed, which could be a factor which could be heavily correlated to success or failure. Another possible contributing factor could be how long the campaign went on. We have the deadline and launch date, but we don’t have the delta between the creation date of the campaign and the deadline.

**Other Factors to Analyze**

Other graphs that could be created that try to address how much Kickstarter’s internal promotion affects success of campaigns. Success and failure could be broken down by whether a campaign received a selection as a Staff Pick or on the Spotlight. One could also make a detailed breakdown of success rate by currency, country, region of country (this is not in the sheet but can be added).

**Breakdown by Number of Backers**

The median summarizes the data more meaningfully as the mean is skewed by outliers of campaigns that are highly successful and get many backers.

There is more variability with successful campaigns. This does make sense because the range is greater as well as the maximum.