Kickstarter Campaign Conclusions

# Conclusions

1. Most categories of campaigns fail more often than succeed. The exceptions are:
   1. Film and video
   2. Music (largest percentage of successful campaigns of all categories
   3. Theater (which has the largest number of campaigns of all categories by far)
2. Several sub-categories have no successful campaigns, the largest numbers being in animation, drama (film and video), food trucks, video games, and web (technology). The following sub-categories were the largest (by number) to have no failed or canceled campaigns: documentary, hardware (technology), and rock music.
3. There are more successful campaigns started in May than any other month; the worst month to start a campaign is December (the only month where more campaigns fail than succeed).

# Limitations

1. Given the data we have, it’s unclear how representative this sample is of all projects submitted to Kickstarter.
2. The fields provided are fairly limited. There are other factors that might influence backers’ decisions to support a campaign, such as who is the creator of the campaign, whether they’ve had other projects that succeeded, the rewards promised to backers, or the quality of the “story” told in the Kickstarter campaign. The data also doesn’t show how creators generated interest in their campaigns separate from the Kickstarter site.

# Other Tables/Graphs

1. Based on only the data given, I would propose the following:
   1. Pivot table and chart showing categories and/or sub-categories with the number of backers and state.
   2. Pivot table and associated chart showing state by goal – does success correlate with the goal amount?
   3. Pivot table and associated chart showing average donation per backer and whether that is correlated with success.
   4. Pivot table and chart showing whether being a spotlight or staff pick is correlated with success.
   5. Pivot table and chart showing whether successful sub-categories have changed over time.

# Bonus – Statistical Analysis

Median is more meaningful in both successful and unsuccessful campaigns due to the max being so high in both cases. There is more variability in the Successful campaigns. This makes sense to me, as successful campaigns could generate large numbers of backers to make them successful, or a few who donate a great deal to the campaign. Unsuccessful campaigns are most likely upper limited on the number of backers before they hit their goal.