Kickstarter Data Analysis

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

The first, and obvious conclusion, regarding the Kickstarter data is that having your project hosted on a Spotlight page is especially important to successfully achieving your funding goal. As we see in Table 1, all the successful projects in the sample were hosted on a Spotlight page.

Table 1: Count of projects by outcome regarding Kickstarter Spotlight status.

	TRUE	FALSE
successful	2,185	-
failed	-	1,530
canceled	-	349

So, one may ask what is a Spotlight page and what makes it so impactful?

> *Spotlight is a permanent landing page where viewers and investors can stay up-to-date on your project, even after completion. It emphasizes the results of the project and showcases how you got to where you are today.*
>
> *The page is highly customizable so you can design it to match your brand and image. Additionally, you can use it to direct traffic to sources outside of Kickstarter – such as to your website or social media accounts.*[1]

The additional functionality of Spotlight provides enhanced connectivity and narrative qualities to a project. These additions clearly add value and increase the probability of success.

(2) What are some limitations of this dataset?

The first data limitation of this dataset is we do not know how representative this sample is for Kickstarter projects. Since its launch in April of 2009, there have been just over 500,000 projects on

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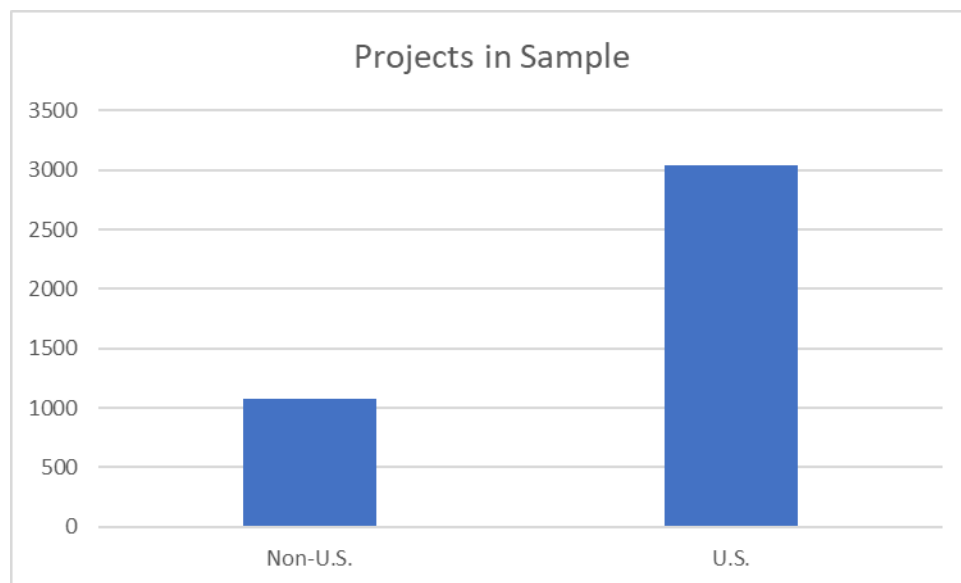[1] How Campaign Creators Can Use Kickstarter's Spotlight Feature | Art of the Kickstart

"How Campaign Creators Can Use Kickstarter's Spotlight Feature | Art Of The Kickstart". Art Of The Kickstart, 2017, https://artofthekickstart.com/campaign-creators-can-use-kickstarters-spotlight-feature/. Accessed 1 Oct 2020.

Kickstarter.com[2]. We need to keep in mind that these 4,000 projects in the sample may or may not be a good representation.

Another limitation of the dataset is the lack of information regarding the individual pledges. We have information for the goal, the amount pledged, and the total number of backers from each project. However, we do not know the distribution of the individual amounts pledged. Knowing how skewed the pledged amounts are would tells us if the project was more a grass roots effort of the masses or the favored project of a one of more generous contributors. Comparing the distributions of amounts pledged at the various goal levels to the success rate of projects would be an interesting exercise. There may be valuable insight gained for predicting project success through examining the need for large individual pledges versus acquiring many smaller contributions from a larger number of backers.

Lastly, this dataset is heavily focused on the United States (74%). Making assumptions and predictions for any area of the world other than the United States would not be supported by the data.

Graph 1: Project count by U.S. and Non-U.S. origin.

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[2] Kickstarter Stats — Kickstarter

" *Kickstarter Stats — Kickstarter* ". Kickstarter.Com, *2020, https://www.kickstarter.com/help/stats?ref=hello.*

Accessed 1 Oct 2020.

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

Some additional visualizations to create would be:

A regression analysis of backers needed by goal level.

Graph of projects comparing the U.S. to the rest of the world.

Table listing requirements to be selected as a Staff Pick.