Kickstarter Data Analysis Questions

1. The graph below shows the count of successful, failed and canceled kickstarter campaigns from Aug 2009 to April 2017. We can see that success rates are higher than failure rates. Also, between March and July success rates are the highest.

The stacked column chart below shows the count of the state of campaigns for each category.

Music has the highest rate of success while theater has the greatest total count of campaigns. The categories of food and publishing was less successful, while all journalism campaigns were canceled before completion.

Some limitations of this data set are its lack of variables. It would be helpful for analysis to have more metrics on how much effort was put into explaining and promoting each campaign. For example, did the campaign include social media links, videos, websites or other videos. Using those metrics to find better evidence for what creates a successful campaign.

I felt a graph of percentage of state graphed against category or year would be helpful. Also, analyzing staff picks versus non staff picks in relation to success and failure is interesting. 88% of staff picks succeeded in reaching their goal while 53.7% of non-staff picks succeeded. Although, the obvious limitations of staff picks has to do with how the staff makes these choices. Do they tend to pick projects they think will be more successful or does being picked as a staff pick actually increase your chance of success? More info would be needed here.