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.

Staff picks do show a higher chance of success

88% of staff picks succeeded

53.7% of non staff picks succeeded

-Limitation: Did kickstarter pick projects that were getting closer to succeed or projects they thought were more likely to succeed as staff picks or did being picked as a staff pick increase your chances of succeeding?

Success rate compared to Goal