What are three conclusions we can make about Kickstarter campaigns given the provided data?

What are some of the limitations of this dataset?

What are some other possible tables/graphs that we could create?

The data from the campaigns show that KickStarter is a viable option for seeking funding. The data shows that many people are willing to support the arts and entertainment industry. The different campaigns raised ~$46M out of ~$296M. The category that had the largest number of entries was plays but these were only ~65% successful. The most successful campaigns were classical music, electric music, metal music, pop music, radio and podcast, rock music, short films, table top games and television, documentaries, hardware (assuming electrical), and nonfiction writing. All of these were 100% successful.

Despite the success, the charts indicate that many of these projects may be ‘side gigs’. The success/failure rates coincide with the summer months and holidays. My assumption is that the people would spend time on holiday activities and less on the project, assuming again that these are Northern Hemisphere centric projects. The trend of projects also indicted that smaller budget projects were more successful than larger budget projects. As the budgets increased the failure and cancellation rate increased. However there is no information on the demographics of the target audience or the donors. This information could be very relevant to the success and failure rate. A donor may be willing to invest $5 in a music album but not $95 for a ticket to the play. Another data point that is not revealed is what exactly the investor gets back in return or the track record of the campaign owner. As an investor I would want to know if I invest $5 what my return on investment is. The investment amount may also depend on the experience of the campaign owner. Have they produced hundreds of plays or is this the first one?

The data set is fairly small but enough to identify a general trend. It would have been interesting to see the reason why a project was cancelled. This would help to identify potential pitfalls for future projects. Take the example of the large number of plays. Did the plays fail because of the subject matter, casting, location or another issue? There were two plays that were close to 100% financed but still failed. My assumption about taking time off for the holidays could have been examined if I plotted success against Southern Hemisphere projects and Northern Hemisphere projects. Another graph that may be interesting is to see the success rate and the amount of marketing/campaigning the owner did to raise funds. It would help to see if marketing was a factor for being successful. There are many more data points that could be collected and determine if there was a correlation but that is for a statistics class.