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Week 1 Homework

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

In general, kickstarter campaigns are more likely to succeed than fail or be canceled. In total, 53% of campaigns succeeded, 37% of campaigns failed, and 8% of campaigns were canceled.The 3 most successful categories of kickstarter campaigns include theater (839), music (540), and film & video (300). These 3 categories make up 77% of all successful kickstarter campaigns. However, it’s also important to highlight that these 3 categories were the most voluminous categories as they accounted for 64% of all the grand total of the 4,144 submitted campaigns. Out of the top 3 categories, the order of the best success percentage is music with 77% of their campaigns being successful followed by theater with 60% and lastly film & video with 58%.

Isolating the campaigns by subcategory, the top 5 most successful subcategories include plays (694), rock (260), documentary (180), indie rock/hardware (140), and photobooks (103). However, it’s interesting to see how impressive some of these subcategories were as rock, documentary, and hardware had 100% of their campaigns be successful.

When you look at when the most successful campaigns were with respect to time of year, the top 3 months with the most successful campaigns include May (234), June (211), and Feb (202). There’s a pretty even spread of campaigns being launch throughout the entire year with a monthly average of 321 and a standard deviation of only 40. The months with the highest total amount of campaigns are July (387), May (386), and Jun (385). It appears that the middle months of the year were the busiest. Lastly, the 3 months with the most failed campaigns include July (150), Oct and Jan (149), and Jun (147).

1. **What are some limitations of this dataset?**

The dataset only looks at kickstarter campaigns and not other crowd sourced types of campaigns, which could potentially bias the insights from the data. Additionally, the column for “spot light” doesn’t show a degree of spot light given as it only indicates for each campaign if it received or did not receive spot light. Furthermore, the data doesn’t show how quickly or at what rate the campaign received funds as it only shows the beginning and end dates along with the goal and pledged amounts. The data also extremely US centric since the amount of total US campaigns is 3038, which represents 73% of all the data metrics. It’s not clear if this is because most the kickstarter campaigns were US based or if the data set is missing campaigns from other countries. Lastly, the currencies are marked holistically, so you couldn’t decipher if multiple currencies went into a campaign.

1. **What are some other possible tables and/or graphs that we could create?**

Another table we could create could look at the success and fail rates for how long the campaign went on by looking at the deadline and launch dates. A different table we could create could look at the success and fail rates based on the goal size of the budget for the campaign.