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

Most Kickstarter campaigns originate in the US and have a higher rate of success. Non-US campaigns are about 50-50 on whether they succeed or not and, aside from Great Britain, are unsuccessful more often than not.

Non-physical products make up a majority of the campaigns and the art community is heavily involved. Theater, music, and film make up 63% of campaigns and are the only categories to have a success rate of over 50%. This may also tie into the high barrier to entry in these categories. Producing music, films, and plays requires more time invested and financial commitment than making food, taking photographs, or writing might.

December is the worst month to begin a campaign, with campaigns seeing almost 10% less success in December than on average, 5% lower than any other month. Campaigns do noticeably better in February through May.

1. What are some limitations of this dataset?

Kickstart campaigns often provide incentives for backing certain amounts. It could be that campaigns without incentives, less incentives, or expensive tiers fail more often. Or possibly that campaigns with lots of incentives get cancelled as they promise too much for the money they raise.

It’s also not uncommon for a company to kickstart more than one campaign. They could be 4 for 4 on delivering their product, or they could be 1 for 3 with a history of delays. While it may look any product in the “documentary” category is sure to be funded, they could all be from a single, well-respected company that produces high-quality documentaries and has an active fanbase that funds their projects.

There’s also not an explanation for some of these columns. By looking at their website, I can take a guess at what “staff pick” and “spotlight” are, but I don’t know what the difference is.

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

A line graph tracking the success rate of campaigns as their financial goal increases. This would help us see if success rate tended to drop off at a certain amount or if it might fluctuate. This could also be filtered by categories to see if maybe “games” were more successful at lower goals while “theater” was more successful at higher ones. (I swear I wrote this before seeing the bonus, but I’ll include another one anyway)

A bar graph showing the differences in outcomes depending on whether the campaign was a staff pick or not. It would seem likely that staff picked campaigns would have a higher likelihood of successful funding.

A table of the categories (and possible subcategories) with the count of campaigns that received zero backers. I would be curious to see if particular categories commonly had campaigns that garnered no interest at all.