

|  |
| --- |
| Kickstarter Campaigns |
|  |
| April 10  UCD-SAC-DATA-PT-03-2020  Authored by: Kelly McClendon |

# Kickstarter Campaign Conclusions

|  |
| --- |
| Given the provided data, what are three conclusions we can draw about Kickstarter campaigns:  1. It appears that that our small dataset of 4,115 campaigns may not be reflective of the total population of more than 300,00 Kickstarter campaigns. 53% of the campaigns in our dataset were successful as compared to only 33% of the total population of Kickstarter campaigns.  2. In our dataset, there appears to be a correlation between the category of the campaign and success. 65.9% of Theater/Music campaigns were successful. In contrast, only 17% of Technology and 0% of Journalism campaigns were successful.  3. In our dataset, there also appears to be a correlation between the time of year a campaign was launched and its success rate. Although the Kickstarter campaigns in our dataset seem to have been launched evenly throughout the year, all 50 of the live campaigns were launched within the first three months of the year. |

|  |
| --- |
| What are some of the limitations of the dataset?   1. The size of the dataset is small. It represents approximately 1.33% of the total population. 2. The dataset is older. The most current data contained in the set is 3 years old. 3. Some of the information provided doesn’t really help determine why campaigns were successful or not.   What are some other possible tables and/or graphs that we could create?   1. Number of backers by category/subcategory 2. Average goal/pledged/average pledge by category/subcategory 3. Duration of campaign by category/subcategory 4. Duration of campaign compared to outcome of campaign |