

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.

The data set includes information of 4114 Kickstarter campaigns in 9 categories and 41 subcategories created between years of 2009 to 2017 in 21 countries including the US. As you can see in the Figure 1, theater, music, technology, and film & video are the four largest categories, on the other hand journalism is the smallest categories that has only twenty-four campaigns and it is 0.005% of entire campaigns.

Chart, pie chart

Description automatically generated

Fig. 1.

In categories: Music, Theater, and Film & Video have greater than 50% rate of successful stats. However, Games, Food and publishing have almost 50% failing risk. (Figures 2 and 3)

Chart, waterfall chart

Description automatically generated

Fig. 2.

Chart, bar chart

Description automatically generated

Fig. 3.

Music with > 75% successful rate, has the highest successful rate between these nine categories. Subcategories information provide us more information compared to categories. Several subcategories of music have 100% successful rate, such as rock, pop, metal, electronic music, and classical music. However, jazz subcategory has 100% failing rate.

After the music, theater is the next category in terms of successful rate. Theater’s successful rate is nearly 60%. Theater consists of three subcategories including musical, plays and spaces. As it has shown in Figure 5, play subcategory has the highest successful rate of nearly 65% among these three subcategories.

Chart

Description automatically generated with medium confidence

Fig. 4.

Chart, bar chart

Description automatically generated

Fig. 5.

The third successful category is film & video with successful rate of >55%. Major reason of this low rate compare the music and theater is due to animation and drama subcategories that they have 100% failing state. All science fiction campaign were canceled. Even though, other subcategories such as television, documentary and shorts subcategories have 100% successful rate (Figures 4 and 5).

AS previously mentioned, Games, Food and publishing are three categories with a least successful rate. Food has the least rate among these three categories. Food consists of 3 subcategories of food truck, small batch and restaurant. Small- batch subcategories have a higher rate while all restaurant campaigns were failed.

In publishing category, the two most failed subcategories are fiction and children's book with 100% of fail rates. However, nonfiction and radio & podcast are the successful subcategories with 100% of successful rates.

In Game category the mobile games and video games are 100% failed. However, all tabletop games campaigns survived, and this subcategory has 100% rate of successful rates (Figures 4 and 5).

Overall, by looking at subcategories state rates plot, we can conclude that the most successful subcategories with 100% success rate are: Documentary, shorts, television, tabletop games, classical music, electronic music, metal, pop, rock, nonfiction, radio & podcast, and hardware technology.

The least successful subcategories with 100% failed state are Animation, drama, restaurant, mobile games, video games, jazz, place, people, and nature photography, children’s book, fiction, gadget technology.

There are some subcategories such as science fiction, audio, world music, art books which all canceled by 100% rate (Figures 4 and 5).

There are some subcategories with an acceptable rate of success but not full such as small batch, indie rock, photobook, space exploration and all theater subcategories. If we look closely to them and sort them based on country, it shows that they depend upon geographic location. Indi rock has successful rate of 100% in CA and ES but somehow in the US there are some failed rate campaigns. In theater categories and subcategories of plays all the campaigns in SG, SE, NO, LU, ES, CH have successful rate of 100% but obviously AT wasn’t a good country for plays campaigns at all. AU, IT, NL, SE are the countries with 100% of failed state in spaces subcategories but DE, ES, have the rate of 100% successful in this subcategory. NO, SE, DE have 100% failed rate in musical subcategory (Fig. 6).

Chart, bar chart

Description automatically generated

Fig. 6.

Moreover, there are a few campaigns that are in low successful rate category, but they are lucky to be created in some country and be successful. For example, small batch is successful subcategories in the US! Or if the campaign was in photobook subcategories and in AT, BE, DK, IE, IT, LU, SE or NO countries it would be successful. Also, space exploration subcategories in IT and GB have a successful rate of 100% (Fig. 7).

Chart, bar chart

Description automatically generated

Fig. 7.

By Analyzing relationship between the launch date and states for all nine categories during the nine-year period (between 2009 and 2017), we can see between January and April successful rate increased and failed decreased. The highest number of the successful campaigns, with a growth rate of 22% happened in May. However, number of failed campaigns in this month increased. In April we have a low rate of canceled and failed with an excellent rate of success.

The worst months to launch a campaign are June, July, and December. In December, number of successful campaigns were lower than number of failed campaigns, and its drop rate was -39% (Fig. 8).

Chart, line chart

Description automatically generated

Fig. 8.

If we assess launch date based on quarters, second quarter is the best for launching and the third quarter is the worst one (Fig. 9).

Chart, line chart

Description automatically generated

Fig. 9.

1. What are some limitations of this dataset?

This dataset does not include date for years after 2017. By developing novel technologies, they might impact the Kickstarter campaign performance. In addition, this dataset only provides data for 9 categories, while number of categories is more than this in reality. This dataset includes both campaigns with expensive goals and campaigns with cheap goals in the same study and it causes several outliers.

3. What are some other tables and/or graphs that we could create, and what additional value would they provide?

1. Statff\_pick graph

There is a direct relationship between staff\_pick and states. In all categories if the staff\_pick is True the campaign is more successful. In the other word, all the successful campaigns have staff\_pick equal True (Fig. 10).

There is the same relationship between spotlight and campaigns success rate in states. If the spotlight is True, the state is successful. Otherwise, would be one of three failed or live or canceled states.

Chart, bar chart

Description automatically generated

Fig. 10.

2.percent\_funded graph

Another factor is effect of percent funded on states. As shown, minimum of percent funded requires that campaign to be successful is >100. As present funded is equal of pledge divided by goal, it shows the successful rate has directly proportional to pledge. It also inversely proportional to goal (Fig. 11). In dataset there is a few goals that are equal 0, where dividing them by 0 makes the percen\_fund unreadable. Therefore I put them as 0 in excel with “if conditional format”.

Graphical user interface, application

Description automatically generated with medium confidence

Fig. 11.

3.Pledged & Goal graph

By evaluating pledged average based on category graph, we observe big error bar. It confirms that how outlier may have negative impact on our analysis (Fig. 14).

Chart, box and whisker chart

Description automatically generated

Fig. 12.

If we look at the pledge outcome, we can see the values > 200000 cause the same probability of successful, failed and cancelled states with 33% chance. However, for values less than this number, more pledge makes the higher successful rate (Fig. 13).

Chart, line chart

Description automatically generated

Fig. 13.

Unlike the pledge, more goal causes less successful rate (Fig. 14).

Chart, line chart

Description automatically generated

Fig. 14.

1. Backers count outcome

We also observed that there is a relationship between backers\_count and count of states (Fig. 15)

Graphical user interface, text, application, email

Description automatically generated

Fig. 15.

Figure 16 reveals more information about this column (Fig. 16).

Chart, line chart

Description automatically generated

Fig. 16.