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

1. Theater Kickstarter projects had the most successful and most live projects, however that category also had the most failed projects as well.
2. Food projects had the highest ratio of failed to successful projects, with 100% of the food trucks and restaurants failing to meet their Kickstarter goals.
3. Overall the amount of successful and failed projects varies throughout the year, but when one increases or decreases the other seems to follow, except around the beginning and end of year. Towards the end of the year in November the amount of successful projects decreases dramatically, while the amount of failed projects remains about the same. From December to January the amount of successful projects increases again.

What are some of the limitations of this dataset?

The data set does not include if there were specific people or groups that made multiple Kickstarter campaigns and whether or not any person or group had a high likelihood of their project being funded. It’s possible that a group or person figured out a good way of marketing, or gaining support for their project that made their projects more likely to succeed.

The data set also does not include things like social media shares, or other metrics for how visible the project is. If the project is more visible to more people, there are more possibilities for someone to pledge money to that project.

Even for the data being observed the data set is incomplete. According to the background description of Kickstarter there have been over 300,000 projects launched. This chart only has about 4,000 projects which is roughly 1.3% of the projects launched on Kickstarter. The small amount of data that we have could be subject to some sort of bias that makes the data not representative of the average Kickstarter project.

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

It would make sense to me that projects with lower goals would have a higher likelihood of success. A graph that charts the goal amount to its success rate would be helpful.

It is possible that a small amount of backers could fund a project, but it is more likely that the large the amount of backers the more money the project would get and the more likely that project is to succeed. A graph showing the average amount of backers vs. the success rate would be helpful to see what kind of projects get large amounts of backers. Since each project most likely has different amounts of backers, plotting the specific number of backers might be troublesome and large. Having a range of backers in chunks of 50-100 might be more helpful for visualization.

In the chart there is a “spotlight” column. I’m not certain what spotlight means, but in other similar websites having something in spotlighted meant it would be on the home page or would be in a top 100 category and recommended to visitors of the website. If that was true, I would expect most things that are spotlighted to be successful since they’re so visible. Creating a chart that tracks the spotlight status against the state of the project could be helpful. If there is a relationship between the spotlight and a project’s success, finding out how to get a project in the spotlight would be helpful.