Kickstarter Insights

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

From analyzing the dataset provided about the success rates of various Kickstarter campaigns we can conclude that theatre appears to be by far the most popular category for Kickstarter. Of the 1400 campaigns, 839 were successful. Music was the second most popular campaign with a total of 700 and a high success rate of 540.

For the sub-categories Plays had a staggeringly high number of successful campaigns compared to other sub-categories with 694 successful out of 1066.

In terms of the success rate determined by the time of the year, it appears that campaigns were only live during March thru May. The amount of canceled campaigns stayed consistent year-round at under 50. Successful campaigns gained momentum in the first few months with a small decline and then stayed high for most of the summer and dipping slightly in the Fall.

What are some of the limitations of this dataset?

It is hard to draw any definitive conclusions on this dataset alone. If I were looking to gauge whether I thought my campaign would be successful I would need to know more about what the selling point was for those who donated for the specific category and sub-category of my campaign. This dataset can help me determine a good time of the year to start fundraising and a general idea of trends, but I still need to know more about the selling point of each campaign.

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

It would be interesting to track campaigns over the years. Given this dataset includes campaigns from 2009 to 2017 I think we could find some valuable information in how trends have changed in each category.

We could also look at the high percent funded campaigns to look for key differentiators.