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KickStarter Campaign Analysis

From the data provided, there are several conclusions we can draw. First, Kickstarters relating to films did very well compared to other categories, especially for Plays. This may be due to a local audience who enjoys plays and is willing to fund the program for their entertainment. Another point to note is that food related campaigns tended to do poorly, whether it was food trucks or restaurants. In fact, in both categories, there was not a single Kickstarter that was successful. The only other category with a 0% success rate was audio journalism, with a much lower sample size. Finally, a third conclusion we can observe is the fact that Kickstarter campaigns are less successful towards the end of the year. This can be seen by a dip from November to December for successful campaigns, and in the same two months, failed campaigns overtake successful ones, which does not happen any other time of the year.

A limitation to the dataset is how the Kickstarters were advertised. Perhaps if we recorded the way these campaigns were advertised; we would gain further insight into which methods were the most reliable.

Other possible graphs may include a goal/pledged graph in order to show which categories had interest but did not meet the goal, or a deadline in relation to goal graph which would provide insight on how long it would take for a campaign to be funded.