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Kickstart My Chart

Only 53% of the kickstarter campaigns included in this dataset were successful. In general, the goal amount is a major factor determining whether a campaign was successful. Over half of the campaigns that began with a goal of less that $10,000 were successful, while less than half of the campaigns with a goal amount of more the $10,000 were successful. The data showed clear trends with respect to category. The three most successful categories were music (77%), theater (60%), and film&video (58%). All of the other categories showed a success rate of less than 50%

There are important limitations to consider when analyzing this data. For example, some campaigns are more visible than others due to celebrity status of the requestor. It would be interesting to know the number of Instagram/twitter/facebook followers of the requestors. Also, there are artistic and stylistic qualities associated with each campaign that are difficult to quantify. If some submissions included slick posters and videos as teasers while others included only poorly written text in the request, the audience reaction could differ widely. It would be interesting to know the number of hours that requestors spent putting together their campaigns.

Using the available data, additional analysis could determine the importance of time. Does the number of days elapsed between kickoff date and deadline play a role? We could also create a visualization to explore the relationship between country and success rate. Also, most of the graphs and tables assigned discrete labels to each campaign (successful, unsuccessful, canceled). Displaying the percent funded would also be informative.