Kickstarter campaigns – MaryClare Colombo

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Kickstarter campaigns for the arts seem to be successful much of the time (film, music, theater).
3. Plays are especially popular and successful in this dataset, with many more Kickstarter campaigns than any other sub-category.
4. Campaign success seems to peak during the spring/early summer, while failures and cancellations tend to stay more stable throughout the year.
5. What are some limitations of this dataset?
6. One limitation of this dataset is that dollar goals set may be unattainable or easily attainable by nature – for example, some goals are extremely low and therefore create a high percentage funded (far over 100%), while others may be higher than necessary. Another limitation is that dollars are in different currencies, which makes it harder to compare.
7. What are some other possible tables and/or graphs that we could create?
   1. We could visualize number of backers to see if it is related to success or not—one thing we may discover is that high success in the early summer may be related to more backers (or fewer backers and more generous donations). We could also dive deeper into plays as a sub-category and analyze the difference between staff picks in backer counts and donations. We could also see whether percent funded is related to success state.