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

1. Theater campaigns had the highest number of successful Kickstarter campaigns from 2009 – 2017 as shown in the following graph.
2. The success of the theater campaigns is clearly driven by the success of their sub-category Plays. Plays made up over 80% of the successful theater campaigns and outperformed all the other sub-categories as shown below.
3. May launch dates produced the greatest number of successful campaigns.

What are some of the limitations of this dataset?

One limitation of this dataset is the sample size of the Kickstarter campaigns we have available in the dataset. We are told that there have been over 300,000 campaigns launched on Kickstarter and we are working with a sample size of 4,000 in this dataset which means that are conclusions are not factoring all possible datapoints. In addition, this dataset does not include data points that might help us see the success of a campaign after it reached fully funded status. For example, we are missing stats such as critic reviews of the campaign categories after reaching fully funded or time to market of the campaign product or service. Therefore, this analysis cannot attempt to assign success beyond reaching the funding goal set prior to launch. Finally, we do not know the level of preparedness of the campaign at launch. For example, the depth of materials made available to potential backers at launch date or during the campaign that might have added validity to the project such as prototypes, videos, graphs etc. that might affect a potential backer’s decision to fund or not.

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

A line graph like the one shown below could be created that displays the campaign outcomes as a percentage of the total campaigns that year. This displays that the highest success rate of launched and concluded campaigns was in the year 2011. This graph could be used to show a trend in success rates over time and possible predict where success rates may be in the future.

A simple bar graph like the one below could be created that displays the success rate of completed staff picked campaigns and non-staff picked campaigns. This graph shows that campaigns that are Kickstarter staff picked performed better at getting fully funded than their non-staff picked counterparts.