Unit 1 Assignment – Kickstart My Chart

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

The four main categories to which the Kickstarter campaigns correspond to are Theater (n= 1393, 33.9%), Music (n= 700, 17%), Technology (n=600, 14.6%) and Film&Video (n=520, 12.6%), comprising together 78.1% of all campaigns uploaded on the webpage. Of these, the most successful ones were the ones pertaining to the Arts categories (Theater, Music, Film&Video) with all having over 58% successful rates over all (60% acceptance rate for Theater, 77% successful rate for Music and 58% successful rate for Film&Video). This leads us to conclude that the Kickstarter webpage is especially useful for campaigns that involve the arts, specifically in Theater, Music and Film&Video.

Of all kickstarter campaigns analyzed, there are several subcategories that were 100% successful (Classical Music, Documentary, Electronic Music, Hardware, Metal, NonFiction, Pop, Radio & Podcasts, Rock, Shorts, Tebletop Games, Television). This group comprises the 24% of all campaigns launched with Kickstarter. On top of this, the greatest amount of campaigns launched within the platform correspond to plays (26% of all campaigns) and of this amount, 65.1% were successful in getting their goals. According to this, we could conclude that most of the successful campaigns fall within the categories that relate to the arts, although there’s also a good number of campaigns that failed completely that fall within the next categories (Animation, Art books, Audo, Children’s books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, science fiction, translations, video games, web, world music) which account to 26% of the total campaigns.

A trend seems to come up from the data analyzed. It seems that the best period to launch a campaign, and expect it to be successful would be around summer time, with a peak in May, followed by the start of fall, with a peak on October and November. During June, July, August, September and December, the amount of successful campaigns goes down significantly, which leads us to conclude that the best moments to launch a campaign through kickstarter would be during May and between October and November, hoping to accomplish your goal before going to the next months.

1. **What are some of the limitations of this dataset?**

Some limitations of the dataset are the different currencies used in the table. Since there are several currencies being used, there’s no easy way to normalize the currency to just one (USD) since there’s no exact rule to convert currencies (would we use the date of creations Exchange rates? Or the date of conversion? – do we account for inflation in the country or not?). Making comparisons between similar projects difficult if we want to analyze any trend coming off from the amount of money needed for each campaign.

Another limitation could be that the dataset currently defines the success of a campaign depending on the accomplishment of the goal that a campaign asked for. This could help understand if the campaign raised enough money but it is not a good tool to accurately determine if the campaign launched their objective as proposed, each project could end up needing more money than what was pledged and therefore could not necessarily be successful. Another possibility is that even though not enough money was raised, a campaign ended up being successful through other means, having more visibility by just being in Kicksarter (This would be successful as a PR campaign, though not as a funding one).

Other data that could be useful for analyzing trends could be not only the number of pledgers, but the max amount of money given to each campaign and also knowing how many people viewed the campaign but decided against pledging any amount of money.

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

Other graphs that could be useful to understand the trends we’re looking at could be a view of the data of successful, failed, cancelled, and live projects divided by country, this will tell us where most campaigns are coming from, as well to allow us to analyze if a country has a more defined “kickstarter” culture than others:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Country of Origin** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| US | 257 | 1097 | 33 | 1651 | 3038 |
| GB | 25 | 205 | 8 | 366 | 604 |
| CA | 17 | 64 | 1 | 64 | 146 |
| AU | 14 | 41 |  | 19 | 74 |
| DE | 3 | 27 |  | 23 | 53 |
| IT | 3 | 19 |  | 7 | 29 |
| FR | 5 | 10 | 2 | 10 | 27 |
| NL | 4 | 14 | 1 | 2 | 21 |
| ES | 1 | 9 |  | 11 | 21 |
| SE | 5 | 9 |  | 7 | 21 |
| IE | 2 | 4 | 1 | 8 | 15 |
| DK | 4 | 6 |  | 4 | 14 |
| MX | 1 | 8 | 3 |  | 12 |
| NZ | 4 | 5 |  | 3 | 12 |
| NO |  | 5 |  | 2 | 7 |
| CH | 3 | 2 |  | 1 | 6 |
| AT |  | 2 | 1 | 3 | 6 |
| HK | 1 | 2 |  |  | 3 |
| BE |  | 1 |  | 1 | 2 |
| LU |  |  |  | 2 | 2 |
| SG |  |  |  | 1 | 1 |
| **Grand Total** | **349** | **1530** | **50** | **2185** | **4114** |

Another graph that could be useful could be a stacked bar graph divided by the amount each campaign was trying to get. This will allow us to analyze if there’s a “golden number” that makes campaigns more successful when asking for money (campaigns that asked for less than $1000 asked were ~71% successful, while campaigns that asked for more that $50000 were ~19% successful)