Kickstarter Analysis

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| 1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? |
| 1. On average, successful campaigns have 194 backers, while failed campaigns only have about 18 backers on average. However, the average donation was $74 for failed and $94 for successful campaigns. As someone starting a campaign, this would signal to me that it is more important to try to get more backers than it is to try and get people to donate more. 2. Furthermore, the average goal amount for failed campaigns was about $60,000, while the average goal for successful campaigns was about $10,000. Based on this information, I’d find it more strategic to break a larger campaign in smaller ones around 10k each. 3. Lastly, it seems that every campaign that was spotlighted was successful, which is pretty convincing evidence that spotlighting is an integral part of being successful. I’d want to know how these campaigns were spotlighted and try to do the same for my campaign. |
| 2. What are some limitations of this dataset?  It doesn’t appear that this dataset is representative of the world as many countries are not listed. It is unclear if this is due to Kickstarter not being available in the countries, if those countries had no campaigns, or if they were just left out of the databases. Regardless, it would be difficult to draw conclusions generalizable to all countries, so if I was starting my campaign in a country not listed, it might be misguiding to assume my country would follow a similar pattern.  We also don’t know when the campaigns began, so it’s difficult to assess how long the successful vs. unsuccessful campaigns took. If I were starting a campaign, this would be an important piece of information to help me determine how long to run a campaign. |
| 3. What are some other possible tables and/or graphs that we could create? |

All of the points referenced in the first question would be helpful to see in chart/graph form so that we could easily toggle between country and category to help make the most strategic decisions based on our location/campaign type.

Additionally, it would be interesting to do some sort of analysis on the effect of the blurbs on the outcome. For example, do longer blurbs that explain more about the project tend to entice people, or do shorter, more concise blurbs tend to draw more people in. It would be interesting to the length or content of the blurbs lined up with the success.