Kickstarter Data Analysis:

Question 1: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. Largest fundraiser categories are Theater, Music and Technology, and the lowest category is journalism.

|  |  |
| --- | --- |
| **Category** | **No. of Campaigns** |
| journalism | 24 |
| food | 200 |
| photography | 220 |
| games | 220 |
| publishing | 237 |
| film & video | 520 |
| technology | 600 |
| music | 700 |
| theater | 1393 |
| **Grand Total** | **4114** |

1. Plays have the higher number of campaigns overall.

|  |  |
| --- | --- |
| **Sub-Category** | **No. of Campaigns** |
| metal | 20 |
| world music | 20 |
| art books | 20 |
| gadgets | 20 |
| radio & podcasts | 20 |
| nature | 20 |
| restaurants | 20 |
| people | 20 |
| makerspaces | 20 |
| places | 20 |
| audio | 24 |
| mobile games | 40 |
| fiction | 40 |
| children's books | 40 |
| electronic music | 40 |
| science fiction | 40 |
| classical music | 40 |
| small batch | 40 |
| pop | 40 |
| translations | 57 |
| nonfiction | 60 |
| shorts | 60 |
| jazz | 60 |
| faith | 60 |
| television | 60 |
| space exploration | 60 |
| drama | 80 |
| tabletop games | 80 |
| animation | 100 |
| video games | 100 |
| musical | 140 |
| food trucks | 140 |
| hardware | 140 |
| photobooks | 160 |
| indie rock | 160 |
| web | 160 |
| documentary | 180 |
| spaces | 187 |
| wearables | 200 |
| rock | 260 |
| plays | 1066 |
| **Grand Total** | **4114** |

1. Projects with goals between $1,000 to $1,0000 have been more successful:

Example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goal** | **Number Successful** | **Number Failed** | **Number Canceled** | **Total Projects** |
| Less than 1000 | 322 | 113 | 18 | 453 |
| 1000 to 4999 | 931 | 420 | 60 | 1411 |
| 5000 to 9999 | 379 | 282 | 51 | 712 |
| 10000 to 14999 | 167 | 144 | 40 | 351 |
| 15000 to 19999 | 94 | 90 | 17 | 201 |
| 20000 to 24999 | 62 | 72 | 14 | 148 |
| 25000 to 29999 | 55 | 64 | 18 | 137 |
| 30000 to 34999 | 32 | 37 | 13 | 82 |
| 35000 to 39999 | 26 | 22 | 7 | 55 |
| 40000 to 44999 | 20 | 16 | 6 | 42 |
| 45000 to 49999 | 6 | 11 | 4 | 21 |
| Greater than or equal to 50000 | 86 | 258 | 100 | 444 |

1. Projects with a very high % funded amount have a better chance of being successful:

Example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **name** | **goal** | **pledged** | **state** | **Percent Funded** |
| Suburban Legends: New Album | 10 | 30383.32 | successful | 303833% |
| Innocents, a truly terrifying roleplaying game | 1 | 9302.5 | successful | 930250% |
| THE 'mi8' RISES | The Best Wireless Duo Stereo Sound System | 1 | 22603 | successful | 2260300% |

Question 2: What are some limitations of this dataset?

The dataset uses multi-currencies, so comparing campaign funds across multiple countries cannot be done.

The dataset has no other key factors which could contribute to the project outcome; we could only use limited data such as pledged amount, but perhaps there are other factors which are not considered here. (geographical/political/environmental/cultural etc.)

Question 3: What are some other possible tables and/or graphs that we could create?

* Percent of pledged funds vs. goal in each category or sub-category
* Average campaign pledges by country
* Average campaign pledges by category by country (Average campaign funded by category by country sheet in Excel file)
* Highest earning categories per country (Earnings by Country & Category sheet in Excel file)
* % of successful campaigns by country