Kickstarter Report Questions

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

The data shows that Kickstarter campaigns from the music category have the most successfully funded goals (77% successful, 17% failed) while Kickstarter campaigns from the theater category have the most unsuccessfully funded goals (35% failed, 60% successful). Music projects appear to perform the best in acquiring funding through Kickstarter. In addition, Kickstarter campaigns created in December have the most unsuccessfully funded goals (44% successful), and Kickstarter campaigns created in May have the most successfully funded goals (61% successful). Thus, according to the data, the best time to start a Kickstarter campaign is in May, and the worst time to start a Kickstarter campaign is in December. The data also suggests that Kickstarter campaigns with low funding goals tend to have more successfully funded goals than Kickstarter campaigns with high funding goals.

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

This dataset mainly has data from Kickstarter campaigns created in the United States (74%). Because of this, the dataset is not representative of the world population. In addition, although the creation dates for Kickstarter campaigns range from 2009 to 2017, most of the Kickstarter campaigns in this dataset were created in 2015 (30%) and 2016 (23%). Because of this, the dataset is not representative of the entire history of Kickstarter.

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

We can create stacked column pivot graphs that compare spotlight and staff pick with the count of Kickstarter campaign states. These graphs may reveal trends between spotlight or staff pick and the success rate of Kickstarter campaigns. We can also create a table that contains the Kickstarter campaign duration using the difference between date created and date ended. The table can include the percentage of successful, failed, and canceled Kickstarter campaigns in order to create a line graph that compares Kickstarter campaign duration with percentage of successful, failed, and canceled Kickstarter campaigns.