Pablo Maceda

10/27/18

Kickstarter Dataset Analysis Report

Some general conclusions we can draw from looking at the data on Kickstarter campaigns: first, the number of total theater projects far exceeded any other category, by at least 57%. Second, in every category except food, games, and technology, the number of successful campaigns outnumbered the number of failed campaigns. Taking a closer look at the theater category, most of these campaigns were plays, and most were successful. Therefore, we can draw the conclusion that the most successful *type* of campaign is a play. This is probably due to the fact that plays have a relatively low average goal amount, around $6,124.00, well within reach of the average donor. Finally, there seems to be a time-dependent variable to the likelihood of success of a Kickstarter project, with a peak in May and a decline throughout the summer until a nadir in September, a slight uptick throughout the fall months, concluded by a sharp decline November to December. This may have more to do with the overall number of Kickstarter campaigns begun in these months, however, rather than the actual likelihood of success in and of itself, as the failed trendline seems to follow the same pattern.

One limitation to this dataset is not setting a standard currency across all Kickstarter campaigns. For example, a campaign that has a goal amount of $1,000 is represented as being the same as a campaign that has a goal amount of £1,000, and of the two, the latter has a higher real goal amount. Another limitation includes not having a healthcare category, or a charity category. Of all the Kickstarter campaigns that I see online, a majority of them involve raising money for some charitable donation or for someone to be able to pay for their medical care, so in this respect the dataset is very limited and skewed.

Some other possible datasets we could create include averaging the average donation per category and subcategory to see which projects had the highest average donation. Along the same lines, we could “zoom in” on this data to find if a higher average donation increases likelihood of success. Another dataset involves charting the likelihood of average donations to increase following the assignation of a staff-pick to a campaign, but this would require a column that tells you when the campaign was picked by the Kickstarter staff.