Pat Wolfe

Homework 1

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

1. Music campaigns were the most successful with 77% of campaigns meeting their goals but they also had the lowest average goal of $6,970. Low goals are easier to achieve.
2. No journalism campaigns succeeded out of 24 campaigns. Food had the second lowest success rate at 17% and also had the second fewest campaigns after journalism with 200. The Kickstarter platform is better suited for campaigns that people can more actually end up experiencing such as art, technology, and physical products.
3. The most successful campaigns occur during late spring. 60% are successful in April; 61% in May. These percentages decline throughout the year despite a small reprieve in October and November. December has the lowest percentage of successful campaigns with only 44%. The number successful coincides with the total number of campaigns listed. This could indicate that users visit the site more frequently during certain times of the year which leads to both more campaigns and more successful campaigns.

What are some of the limitations of this dataset?

Doesn’t include the following:

* 1. Information on the detailed Campaign About section that uses videos, pictures, and text and can influence whether a project gets funding. Additionally, the other project specific sections such as FAQ, Updates, Comments and Community are not included which can also impact funding
  2. Social media impact. Sharing on social media platforms can broaden audience
  3. Pledge support gifts which are broken out by donation amount. Good gifts can lead to more donations.
  4. Whether the product was actually successful after it received funding. It omits answers to questions. Was this enough funding? Did the project actually launch?

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

* Campaign status by year to see how many are successful, failed, or cancelled over time
* Determine length of campaign, bin campaign lengths and create campaign status stacked bar chart
* Include filter by staff picks, spotlight