Homework 1

KickStart My Chart

Mosquito (Skill Team 6)



# Research Question

Given a dataset containing 4115 historical KickStarter records, what trends exist within the corpus of data? Specifically:

* What are three conclusions we can make about Kickstarter campaigns given the provided data?
* What are some of the limitations of this dataset?
* What are some other possible tables/graphs that we could create?

## Methods

(Very) Limited details: This section left blank because this is outside of the assignment scope.

Conceptualization – (TBD)

Operationalization – (TBD)

Design of Experiment – (TBD)

Target Population –

Sample Size –

Time Frame –

Data source –

Data acquisition –

Data manipulation –

Statistical Techniques –

## Analysis

### State of the KickStarter project by category.

Of the 4114 KickStarter campaigns analyzed, the “theatre” category accounted for 33.8% (N=1393) of the overall campaigns. Although theatre accounted for the highest number of successful campaigns (839), the theatre category also had the most failed campaigns (493), compared to all other categories.

Trailing the theatre category are the “music” and “film & video” categories, with 540 and 300 successful KickStarter projects, respectively.

The “journalism” category had no successful (or, by implication, failed) KickStarter projects and 24 cancelled projects (Figure 1).



Figure . State by Category

### State of the KickStarter project by subcategory.

Of the 4114 KickStarter campaigns analyzed, the “plays” subcategory accounted for 25.91% (N=1066) of the overall campaigns. Although plays accounted for the highest number of successful campaigns (694), the plays subcategory also had the most failed campaigns (353), compared to all other subcategories. Interestingly, the plays subcategory had no cancelled projects. Following plays, the 2nd and 3rd place subcategories with the most successful projects are “rock” and “documentary”, with 260 and 180 successful projects, respectively (Figure 2).



Figure . State by Subcategory

### State of KikcStarter projects by month.

Generally, KickStarter project cancellations increase through the Summer (June – August), decrease in the Fall (September – November), and increase again in December. Successful projects spike in March, dip down in April, increase again in late Spring through mid-Summer, then declines sharply in August. Fewer projects fail in the month of April but most projects fail in August (Figure 3).



Figure . State by Month

## Conclusions

Given the data provided, three most salient **conclusions** are that KickStarter projects associated with the theatre parent category are more likely to be successful, compared to all other categories; that plays, by far, is the most successful subcategory overall; and that the best time to launch a campaign is in the March/April timeframe.

A few **limitations** associated with this dataset include its lack of statistical power to generalize to the larger KickStarter population (4114 cases evaluated out of over 300,000 total cases) and uncertainty about the validity of the data source (How was this data obtained?).

Future analysis should include a descriptive statistics **table** (mean, mode, median, range, standard deviation, and sample size), a **table** of correlations, an ordinary least squares (OLS) regression **graph**, scatter plot **graphs**, three French hens, two turtle doves, and a partridge in a pear tree!