Kickstarter Assignment Results

1. One facet of modern life reinforced by the Kickstarter data is the need of people to be entertained. Of all of the categories listed the only ones with more successful than failed projects are theater, film/video and music. This does make some sense as Kickstarter was created with the idea of funding creative projects, and often television or music are among the easiest ways to experience creativity. Interestingly, the theater had by far the most submitted projects of any category. Likely this is due to the live nature of theater in general, as one does not necessarily need to reserve a venue to produce a television or music project and could save a bit of money that way.

Just as theater had by far the most submitted projects, the category technology had by far the most cancelled projects. I’m not surprised by this data, as tech startups are known to be somewhat fickle in nature. Presumably, much of these projects may simply end up not working as they were intended to.

The categories that were primarily unsuccessful were somewhat interesting as well. Food and game projects went more often than not unfunded and not a single journalism project went uncancelled (photography and uncancelled technology projects were close to 50/50 in meeting their funding goals). Food based projects may fail due to being generally localized in nature, as the only people who would make use of them would have to live nearby. Game projects, while they can be entertaining, likely often do not have the luster of a film or music project.

1. There were a few limitations to the data provided. In the United States for example, the only location given is the United States itself. Different areas of the country obviously often have different socioeconomic situations, the knowledge of which could be quite useful when looking at the failure or success of specific projects. I am sure the same is true in other countries as well. Also, and I’m not sure if this is data that Kickstarter even has, but the average age of the backer for a given project could yield some good demographic information.
2. Pie charts would be interesting, to see how much of the total money donated/how many of the total backers chose which category of project. A line graph would be useful in comparing the categories and subcategories by their state of being. Also, we don’t really have a chart for studying the number of backers per type of project. That would be useful to have for determining the popularity of a type of project, especially when getting into the subcategories.