Kickstarter Analysis Report

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Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. The most successful category of Kickstarter is music. Approximately 77% of campaigns in this category have reached their funding goal. The success of a music campaign seems to depend heavily on its sub-category. The sub-categories of classical music, electronic metal, metal, pop, and rock all have 100% success rates; however, faith and jazz music have had no successful campaigns.
2. In the month of December, more failed campaigns were created than successful ones. In every other month, the number of successful campaigns is higher. An explanation for this could be that people are less willing or able to donate to kickstarter campaigns after an expensive holiday season. Due to this, I would advise against starting a campaign in December.
3. The most popular campaign category is theater, and the most popular sub-category is plays. There are more than twice as many campaigns for plays than for the next highest sub-category.

What are some limitations of this dataset?

* This dataset has limitations regarding the donors. The only information that we have is the number of backers and the average donation. One backer who provides an exceptionally large donation would significantly skew the average. To address this limitation, I would request range and variance data on the donations for each campaign. Also, a separate dataset on donors would greatly expand our ability to make connections and draw conclusions. We could evaluate how many backers there are overall versus the number of successful campaigns.

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

* I would recommend creating a scatter plot that compares the goal to the percent funded. This would communication whether smaller campaigns tend to be more successful. If a connection is found here, I would follow-up by creating a pivot table and bar graph that calculates the average goal per category. With this graph, one could determine if certain categories are more successful because they tend to have lower goals.
* I would also recommend creating a pivot table that determines the number of campaigns at each state for different lengths of the campaign. It would be useful to evaluate whether extending the time length of a campaign improves its odds of being successful or not.