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Northwestern Data Analysis Bootcamp

Kickstarter Analysis

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1. Given the provided data three conclusions we can draw about Kickstarter campaigns are:

1. Campaigns for music projects have the highest probability of success with some of the sub-categories achieving 100% success.

2. Campaigns started in May have a higher likelihood of success and those started in December have the least likelihood of success.

3. The greater the campaign goal, the lower the probability of success and the greater the probability of failure or cancellation.

2. Some limitations of the dataset are that it does not provide any data on the quality characteristics of the overall projects. There is no way to differentiate similar projects that resulted in different outcomes. What were some characteristics that successful projects had that failed projects did not? The data also does not provide any data on the demographics of the backers or their individual pledge amounts. Third, there is no data on whether the campaigns (successful or not) resulted in a successful final project.

3. Some other possible tables and/or graphs that we could create are:

1. Average donation amount by category and sub-category. This will help to assess how much backers may be willing to put against a project
2. Average donation amount versus success/failure. Is there a threshold donation amount that will indicate whether a project may be successful?
3. Launch date versus number of backers or average donation. Is there a seasonal impact to how many backers donate to projects or how much they are willing to donate?