HW1 – Excel Kickstarter Data

Sarah Fawson

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

1. Campaigns with a lower dollar value goal tend to have a higher success rate than campaigns with a high dollar value goal.
2. December is generally the least popular month to start a Kickstarter Campaign.
3. The number of submissions related to Theater are campaigned on Kickstarter the most. From 2009-2017, kickstarter campaigns related to the category “Theater” have had a 58% success rate.

What are some of the limitations of this dataset?

The data provided is outcomes-based: when a campaign started, how much money was raised, if it failed, etc. It is hard to make any assumptions about data like this. It is hard to predict the “why”. Something else that would be interesting to study in this field would be a network analysis of the person(s) who started a campaign and how that influenced their success.

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

Success rate by country, median campaign length before failure/success, median $$ goal by category, etc.