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

* Kickstarter failure rates seem high using this ‘by category’ analysis across the board—few categories show greater success than failure; those that do only do so by relatively thin margins.
* Theater, Technology, Film & Video, and Music categories made up the bulk of all campaigns in 2017; campaigns in the Music category have the highest success rate of all campaign categories. Meanwhile, Food and Game-related campaigns have the highest failure rate and are otherwise cancelled almost as often as they succeed.
* Outcomes for Technology-related campaigns were pretty equally spread across successes, failures and cancellations.

What are some of the limitations of this dataset?

* Kickstarter is itself an emerging technology. Its own product features and limitations may influence the outcome of certain campaigns or types of campaigns in ways to which our analysis is unaware. Take the relatively successful music category, for example, compared to the performance of the Food category. It’s highly likely kickstarter’s platform allows potential investors listen to the artist’s music—at least via a link to youtube. Would food have a different success rate if they could taste it? My example is a complete exaggeration, but I think you get the point?
* We’re only looking at one year of data; 2017’s economy could have influenced the outcome of campaign types differently than prior year’s; just as subsequent year’s economic tides might influence those outcomes. We’d want to look at many years before deciding much.
* We’re missing certain data that would help us further segregate failures and successes; it might be the kind of data we’d seek next if we were diving deeper into the analysis at this point. I’m thinking of things like this:
  + A sample of business plans from failed, cancelled and successful campaigns, probably selected from a subset of all campaigns – perhaps those that fell into a set of categories and a range of sizes in which we were most interested.
  + A sample of the marketing used to communicate the campaigns, along with a timeline of the marketing plan’s execution
  + A closer examination of the economy during the campaigns, especially given that this is only 2017, which was the run up year to 2018’s recession.
  + Finally, I’d want to meet a number of the people involved in the campaign—if only via online research (e.g. linkedin or just google) to figure out where they fell on the spectrum of seemingly trustworthy and knowledgeable vs. con man with criminal tendencies.

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

* A number of graphs that focused on failures only to determine whether any specific trends by category could be identified.
* A number of graphs focusing on whether seasonality appeared to influenc the outcome of any given campaign type, for example, are theater campaigns mostly successful in the spring v winter? Are music campaigns better to run in January or November?
* A number of graphs looking specifically at cancellations, and the timing of cancellations. Are campaigns in any given category cancelled faster than those in other categories? This might tell you whether (depending on the category you might choose to invest in) whether you should expect a quick cancellation or a long waiting period before knowing a bit more about the likely outcome of your campaign.
* A number of graphs focused on all LIVE campaigns to see if anything about them appears to be similar to past campaigns – can we tell if any LIVE campaigns are on track to succeed, be cancelled or fail based on our data?

Hey Guys – I was going to do the bonus question and I still might if I end up missing points on this assignment but I’ve got a date night tonight so I’m submitting “just” this. Hope grading it was not painful. Thank you & See you in class soon.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
| Parent Category | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of Outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |
| animation |  | 100 |  |  | 100 |
| art books |  |  | 20 |  | 20 |
| audio |  |  | 24 |  | 24 |
| children's books |  | 40 |  |  | 40 |
| classical music | 40 |  |  |  | 40 |
| documentary | 180 |  |  |  | 180 |
| drama |  | 80 |  |  | 80 |
| electronic music | 40 |  |  |  | 40 |
| faith |  | 40 |  | 20 | 60 |
| fiction |  | 40 |  |  | 40 |
| food trucks |  | 120 | 20 |  | 140 |
| gadgets |  | 20 |  |  | 20 |
| hardware | 140 |  |  |  | 140 |
| indie rock | 140 | 20 |  |  | 160 |
| jazz |  | 60 |  |  | 60 |
| makerspaces | 9 | 11 |  |  | 20 |
| metal | 20 |  |  |  | 20 |
| mobile games |  | 40 |  |  | 40 |
| musical | 60 | 60 | 20 |  | 140 |
| nature |  | 20 |  |  | 20 |
| nonfiction | 60 |  |  |  | 60 |
| people |  | 20 |  |  | 20 |
| photobooks | 103 | 57 |  |  | 160 |
| places |  | 20 |  |  | 20 |
| plays | 694 | 353 |  | 19 | 1066 |
| pop | 40 |  |  |  | 40 |
| radio & podcasts | 20 |  |  |  | 20 |
| restaurants |  | 20 |  |  | 20 |
| rock | 260 |  |  |  | 260 |
| science fiction |  |  | 40 |  | 40 |
| shorts | 60 |  |  |  | 60 |
| small batch | 34 |  |  | 6 | 40 |
| space exploration | 40 | 2 | 18 |  | 60 |
| spaces | 85 | 80 | 17 | 5 | 187 |
| tabletop games | 80 |  |  |  | 80 |
| television | 60 |  |  |  | 60 |
| translations |  | 47 | 10 |  | 57 |
| video games |  | 100 |  |  | 100 |
| wearables | 20 | 120 | 60 |  | 200 |
| web |  | 60 | 100 |  | 160 |
| world music |  |  | 20 |  | 20 |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| category | (All) |  |  |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 183 | 149 | 34 | 366 |
| Feb | 202 | 105 | 27 | 334 |
| Mar | 179 | 108 | 28 | 315 |
| Apr | 193 | 103 | 27 | 323 |
| May | 233 | 126 | 26 | 385 |
| Jun | 213 | 148 | 27 | 388 |
| Jul | 192 | 148 | 44 | 384 |
| Aug | 167 | 134 | 32 | 333 |
| Sep | 148 | 127 | 24 | 299 |
| Oct | 184 | 150 | 20 | 354 |
| Nov | 180 | 113 | 37 | 330 |
| Dec | 111 | 119 | 23 | 253 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |