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Kickstarter Homework

Due Feb 16, 2019

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

1. Theatre is often successful.
2. Launching in Spring or Summer could prove beneficial.
3. The lower the goal, the more often a project was successful.
4. Nothing is guaranteed in crowd funding.

What are some of the limitations of this dataset?

This does not delve into the fiscal costs of the project. It tells us if a project was funded and how much they raised, but not how much it costs to start, run and operate. The total cost of the project will determine if the project was an actual “success” (depending on the curator’s definition of success).

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

We could create a pie chart to better visualize success/failure per category. Another graph we could make would show us overall success by year. This would be neat to see if there were any macro economic implications to money spent and success percentage for each year. We could also look at average donation related to final state that could show us how much money the successful projects made overall. I would also be curious to see a chart showing what the project’s final state was vs if it was spotlighted or not. I would imagine that spotlighting a project would increase average donation and chances of it being a success.









