Kickstarter Campaign report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. When looking at the data for all countries the parent category of theater has been the most successful category in terms of total number of successful campaigns with 839 and music is second with 540. But if you take into account total number of campaigns for that category and calculate the percent of successful campaigns from the total (Grand Total divided by successful campaigns) you see that music has the highest success rate at 77% and theater has the second highest success rate of 60%. And to drill down even further, within the parent category of music the rock, pop, electronic music, classical music, and metal sub-categories all have a 100% success rate. With that in mind, I would say you have the best chance of creating a successful kickstarter campaign in the music category and sub-category of either the rock, pop, electronic music, classical music, or metal sub category.
   2. Within the Technology parent category, wearables make up half of the parent categories failed campaigns with 120 out of a total of 213. At first glance it would be easy to assume wearable campaigns have the highest chance of not being successful but both gadgets and web have 0 successful campaigns where wearables at least have 20 successful campaigns. There have only been 20 gadget campaigns created which is a smaller sample size but web has had 160 total created and also has 100 canceled which is the most in the technology parent category. From this I would say when looking at the technology parent category, creating a campaign in the web sub-category has the highest change of not being successful.
   3. When comparing parent category for the US compared to GB Theater has the most successful campaigns as well as most created for both but GB has a higher rate of successful campaigns per the total number of campaigns created. From this I would conclude that the country that the campaign is created in plays a factor in its chance of success.
2. What are some limitations of this dataset?

A limitation of this dataset is we do not get a breakdown of how much each backer has donated. We have a rough average by dividing the pledged amount by the number of backers but this could be misleading. Some campaigns have 100 to 200 backers but it’s possible the majority of donations could have come from only 1 or 2 backers.

Another limitation is the goal and pledged amounts are in different currencies. When comparing the amounts raised in the US compared to what was raised in other countries we would want to take into account the exchange rate and convert the currencies to one type to get an apples to apples comparison of the goal and pledged amounts.

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

We could create a pivot table and bar graph showing the sum of the goal amount for each parent category (and another for sub category) and average goal amount per campaign for each category. I would be interested to see how the categories with the most successful campaigns compare to the ones with less successful campaigns in this metric. It would be easier meet a goal of $500 compared to $5,000 and it’s possible certain categories are more successful due to goal amounts being lower on average.

A pivot table could to show the number of successful campaigns as well as the count of overall campaigns created by year. Then a stacked line chart could be created to show trends of the different categories over time and which ones may be on the rise or decline.