Kickstarter Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

One conclusion we draw from the data provided is that the most commonly used category and sub-category in Kickstarter campaigns are the Theater category and the Plays sub-category. 33.86% of the Kickstarter campaigns in the dataset use the Theater category and 25.91% use the Plays sub-category.

Another conclusion we can draw is that Kickstarter campaigns using the Music category are the most likely to succeed. 77.14% of Music campaigns succeed compared to the next highest, Theater, which only has a 60.23% success rate.

A third conclusion we can draw is that Kickstarter campaigns that begin in December are the least likely to succeed while campaigns that begin in May are the most likely to succeed. 60.62% of campaigns that begin in May succeed while only 44.05% of December campaigns succeed.

1. What are some limitations of this dataset?

A limitation of this dataset is that it does not measure how a backer became aware of the Kickstarter campaign. Whether through media, social media, or word of mouth, an advertising campaign could have a large impact on the success/failure of a Kickstarter campaign.

Another limitation is that the dataset does not account for whether the product or service being funded is physical or digital.

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

A table we could create is one that counts the success, failure, cancelled, and live campaigns compared whether the campaign was a staff pick or was in the spotlight. This table could be represented with a stacked column chart.

Another table we could create is one that measures the total or average amount of money raised by each category and sub-category. Similarly, we could make a table that compared the average goal of each category and sub-category.