Kickstarter Homework Questions

Conclusions

What are three conclusions we can draw from Kickstarter campaigns?

* Overall about 50% (53%)of Kickstarters are successful
* Kickstarters that were created to raise funds for Film and Video, Music, and theater were more successful, while food, games, journalism, and technology tended to be unsuccessful. Photography was about equally successful as not. It is interesting that 20 of the 41 sub-categories have never been successful.
* It’s interesting that December is the only month in which starting a Kickstarter in that month has resulted in more failures than successes.
* When looking at success by goal amount buckets I find the failure rate of Kickstarters less than $1000 intriguing. You would think if someone needed to raise such a small amount they would be more likely to be successful. Maybe people don’t think they are worth helping. Kickstarters show an inconsistent trend when put into buckets, but that is expected because the sample size for those between 20,000 and 50,000 is too small to gain insight.

What are some limitations of this dataset?

* The data set is aggregated by the Kickstarter meaning we don’t have the breakdown of contributors within a Kickstarter
* The span of time is restricted. I presume based on the low number that Kickstarters started with. It would be nice to have data extending to present as through 2017 data can misrepresent the present.
* I would be interested in knowing the day the goal was reached. I would be interested in the average length for a Kickstarter to be successful or the percent of goal days that it takes for a Kickstarter to be successful.
* I would be interested to know age and demographic information of the person starting the Kickstarter.
* I am pretty sure you invite and post for people to help support your Kickstarter. It would be great to know how many direct contacts the person that created the Kickstarter reached out to. This could be understood by knowing the people emailed contacted in another matter about the Kickstarter. If it was posted on Facebook, Twitter, or Instagram, how many people actually viewed it. This would give an understanding of traffic and potentially could be viewed as effort. How many created the Kickstarter and never did anything after the fact. How does number of postings impact the success rate?

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

I made some extra tabs with extra pivot tables inside of my Excel to explore some more ideas.

* I wanted to look at the data excluding the Kickstarters that didn’t raise any money and would like to potentially justify eliminating those that only had a single backer and check out the results. I am not sure I can completely justify eliminating the single backer since I don’t have the information of the individual who backed the Kickstarter. Eliminating the 410 that didn’t have any money collected would decrease the sample by 10% and could greatly change conclusions if you can justify them as being invalid. Success rate of campaigns that got going (raised some money) would be higher. 920 raised less than 1% of the goal. Curious of those extra 510 how many were backed by an individual and possibly the person that set up the Kickstarter. Like I said we don’t have granular data about details Backers to study this further.
* Project Results by year. I wanted to see the success and failure by year as a trend because the graph we were asked to generate had a filter for year and looked at month.
* I wanted to look at the number of underfunded kickstarters by percent under funded. The overall trend is predictable which is that less fail as they get closer to their goal. It would be interesting to know the date of the last donation to understand if the issue was how long the Kickstarter was set to last since the average Kickstarter length was 33 days, but I believe you can give a limit of 90 days. I don’t know the site well enough to know if the amount you are raising dictates how long you can run the Kickstarter for.