Kickstarter Conclusions

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

* In general music has the most successful Kickstarter campaigns, with the caveat that Faith, Jazz, and World Music do not follow this trend and are usually unsuccessful.
* Food, Games, Journalism, Photography, and Publishing have the highest failure rates with a few caveats. Small Batch foods in the Food Category are generally successful. Table Top games in the Games category have a 100% success rate while mobile and video games have 100% failure rate. Photobooks in the Photography category have a relatively high success rate but are still prone to failure. Non-Fiction and Radio/Podcasts seem to find success in the Publishing category while performance in this category is generally dismal.
* Theater sees the most Kickstarter campaigns with Plays leading the category in volume and has moderate success at around 60%.

1. What are some of the limitations of this dataset?

* This data set doesn’t show the methods by which the campaign was advertised or the impact of social media in success.
* It doesn’t show the togetherness of the general campaign, did the campaign look professional, or was the campaign a simple write up.
* It doesn’t show the impact of incentives on success of a campaign.

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

* We could see the percentage of funding on successful campaigns, indicating enthusiasm for specific sub-categories
* We could look at success by country and compare that to percentage of success. Maybe the US has the most campaigns and there by the most success, but are you more likely to have a higher percentage of success in another country
* Are campaigns asking for larger or smaller amounts of money more or less successful.