Kickstarter Success

Given the provided data, we have created three charts using different sets of information to give us insight of any hidden trends for finding success in Kickstarter. In the first stacked column pivot chart where we singled out the category and its associated state, we can see that most past campaigns are under the category of theater. The theater category has the most success but also the most failure; the number of success is around 2 times the number of failure. The music category has the second most success, and it has the highest percentage of success and lowest percentage of failure (excluding the journalism category, which only has number of cancelled). To sum it up, from this chart we can conclude that the campaigns which have music as category are the most likely to succeed.

In the second stacked column pivot chart where we singled out the sub-category and its associated state, we can see that most past campaigns are under the sub-category of plays. The plays sub-category has the most success but also the most failure; the number of success is around 2 times the number of failure. The rock sub-category has the second most success with no failure. To summarize, from this chart we can conclude that the campaigns which have rock as sub-category are the most likely to succeed.

In the line graph where we singled out the time when the campaigns begin, we can see that campaigns that started on May have the highest number of success, and campaigns that started on July and October have the highest number of failure. The campaigns that started on February have the highest difference between number of success and failure. To sum it up, starting campaigns in February is most likely to succeed.

While the information collected from the pivot charts are useful, this dataset has limitations that might restrict our findings. There are many information in this dataset, but we only singled out three sets of elements for analysis. The hidden trend for success at Kickstarter could be affected by one or more of the other elements that we left out. In addition, there are some elements that are difficult to analyze; for instant, the content or the purpose in blurb might affect the success rate, but it would be very time consuming to accurately categorize the content for analysis. Lastly, the dataset might not be complete; for example, where the campaigns are shared to (Facebook, Instagram…) might affect the success rate too, but we don’t have data on that in this dataset.

There are some additional tables and graphs that we can create to help find the hidden success trend. We can create pie charts for each of the category’s and sub-category’s state to see more clearly the percentage of success, failed, cancelled, and live. Likewise, we can create a bar graph to display the difference between success and failed for the campaign’s start time. To see if the other elements play a role in the success trend, we can single out goal and spotlight separately and create a pivot table with it in the row, state in column, and count of state in values.