Zach Roffe

Analysis:

There are several conclusions that can be drawn from this data. First, the margin between successes and failures comes in the month of May while the narrowest margin comes in September and October. Second, the music, film & video, and theater are the highest succeeding projects on Kickstarter. Comparatively, the food, games, and publishing have the lowest amount of successes. Journalism is the only category that does not have a single success out of 24 campaigns. Finally, the sub-category that is the biggest driver of successes is plays. This is most likely due to the fact that plays are a lot more cost effective and easier to put on than some of the other categories such as musicals. In the technology section, the wearables sub-category is the driving force of why there are so many failures in the parent category.

There are some limitations to this data. The first is the time period the dataset is evaluating. Since the latest year with data is 2017, there is some major data that is missing to help us understand what the current trends are. While historical data is the best predictor of the future, it is less helpful if the more current history is included. The second limitation this data has is it does not evaluate the types or sizes of donations. While we have the average donation amount, a scatterplot of the donation amounts across sub-categories and parent categories could help us understand how people’s donations change given the type of campaign.

Other possible tables that could be created with this dataset is looking at the goal vs pledged amounts. This could help understand where the campaigns went wrong. Some of them never got close to the goal while some of them failed when they were so close. This data should be taken lightly though as many of the campaigns are raising money is a different currency. Another graph and chart that would be useful to have would be the cycle time of campaigns across categories. This could be done by looking at the date created and the date ended. This would show us information about how quickly different categories can raise the money for their campaign.