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Kickstarter report

From the Kickstarter data given, we can conclude that theater projects are the biggest category measured by number of project. Of all 4115 Kickstarter projects, 34% were Theater projects, followed by music 17%, technology 15% and film & video 13%. This means that four categories biggest categories represent 78% of all Kickstarter projects. I find this surprising as I was expecting projects to be distributed more evenly to a larger number of categories. Plays are the largest project subgroup as 25% of all Kickstarter projects looking for funding are plays. According to the data, projects created in the first half of the year have better success rate at 57% compared to projects created at the second half of the year with success rate of 50%.

It is important to note, that the dataset does not reveal the quality of the project plan or even the projects viability. This is a significant limitation of the dataset. We can conclude from the data that only about 1/3 of technology projects are successful. However, data does not reveal, if all technology projects were even viable. For example, if someone looks for $200 000 in funding to build a replica of USS Enterprise seen on Star Trek, so he can fly to space to fight Klingons, it is very unlikely for this kind project to get funding. This would be still recorded as a failed project in the data. Well planned and presented technology project might have a lot better chance to succeed than the data suggest.

Data also does not reveal, if some projects got more visibility on Kickstarter website. I used to work for a brokerage firm, and in my experience, mutual funds that received more or better visibility on the company website received more money inflows than other comparable mutual funds in the same category. This could also apply to projects on Kickstarter. Projects that receive better visibility on their website might have better rate of success.

Table showing how successful are projects by funding goal would be interesting. We could create table and graph of largest projects (50, 100, 250) to look for trends by category. I would assume most theater projects are small to medium size, therefore the division of categories in the 50 largest projects could be a lot different than in all projects. Would be interesting to know, if this assumption is true and could find trend.