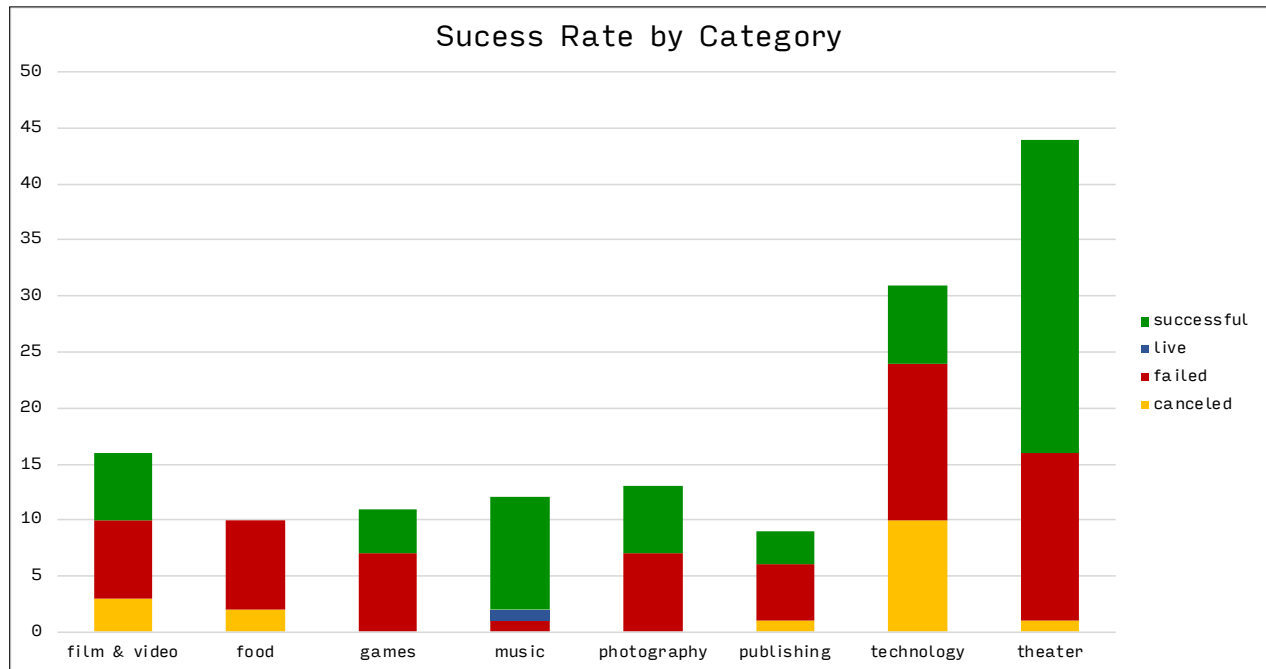


Kickstarter Campaigns Analysis

CATEGORICAL DIFFERENCES IN SUCCESS RATES

Bic Vu



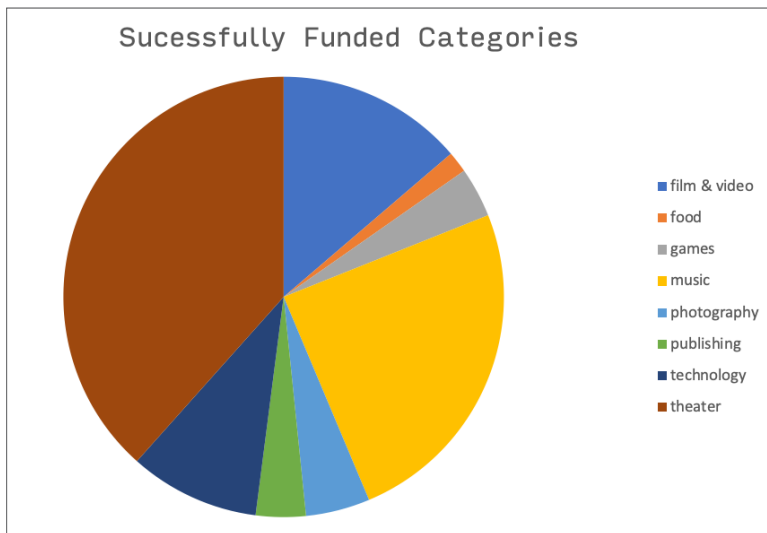
What are three conclusions we can make about Kickstarter campaigns given the provided data?

There are significantly more theatre projects than other categories that are pitched on Kickstarter with the second to highest success rate percentage wise. Music has the highest rate of success but an average to low number of these projects are pitched. Tech projects are ambitious in their pitches but the success rate of funding is low, and also has the highest history of cancellation.

Breaking the data down further, food projects unfortunately are bound for failure. The data did not have any records of a successfully funded food truck or restaurant project. In other categories, Kickstarter funders are particular about what genre of entertain-

ment they are willing to back. For films, documentaries and shorts are favored over animations and dramas. Even though music projects are successful overall, audiences have yet to put their money on jazz.

Success rate of a project does vary over the course of the year. Taken data from 2009 to 2017 into consideration, you're more likely to succeed launching a project in the Spring between March and May. Summer does see a gradual drop and between November and December, people may be putting their money elsewhere.



What are some of the limitations of this dataset?

It is unclear how comprehensive this data set is because it seems to be an incomplete record of Kickstarter projects. As a sample, it has not been cross reference for true representation of the full data set. The categories are a selection and are not indicated if they are the top grossing categories or if they were selected at random. There is also relatively little information provided about the backers and their relationship to the project.

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

Some finance charts could show interesting results, particularly the correlation between a successfully funded project and their goals. While many projects failed to meet their goals, some succeed well by over two times the bars they initially set. Some additional details that can be drawn are what categories and types are these massively successful projects. We can also look at not only the percentage over, but the dollar amount. What happened to that excess of money? It could be an interesting story.

